

CITY OF  
**GULFPORT**

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**WATERFRONT AREA  
REDEVELOPMENT PLAN**

GLATTING LOPEZ KERCHER ANGLIN, INC.  
REAL ESTATE RESEARCH CONSULTANTS, INC.

Approved 3-18-93  
Amended 10-17-00

## ***Gulfport Waterfront Area Redevelopment Plan***

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### **Acknowledgements**

The process of developing a Community Redevelopment Plan is a major undertaking, and one that draws on the abilities and cooperative efforts of many different people. The City of Gulfport, the Redevelopment Area Task Force, Real Estate Research Consultants and Glatting Lopez Kercher Anglin, Inc. were the project team for the Gulfport Waterfront Area Redevelopment Plan. Our thanks go to those who participated in determining the direction and content of the plan during work sessions with the consulting team, and to all who gave their time and support in the interest of building a better community.

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## **EXECUTIVE SUMMARY**

### **Why Should the City Take Responsibility for Redevelopment of the Waterfront Area?**

Why should the City of Gulfport make an effort to redevelop the Waterfront Area? The City can't afford not to redevelop the area for several important reasons:

- The waterfront area is the heart of the community.
- The image of the waterfront area reflects the image of pride and prosperity of the community as a whole.
- The community should protect and preserve past public and private investment in the waterfront area.
- The area will always be a high maintenance area, regardless of economic stability.
- Improvements increase property values.
- Development opportunities community-wide are extremely limited; economic growth in Gulfport is dependent upon redevelopment activity.
- The entire community stands to benefit from improvements in the waterfront area.

### **Purpose of the Redevelopment Plan**

The purpose of the Gulfport Waterfront Redevelopment Plan is to:

- Provide an action plan for community participation in the redevelopment of the waterfront area.
- Identify projects and programs to stabilize and enhance property values in the area.

- Correct deficiencies and deteriorating conditions.

Provide a framework for public and private reinvestment to make the area a desirable area to live, work and play.

### **Redevelopment Opportunities/Plan Implementation**

Although the recent history of the Gulfport Waterfront Redevelopment Area tells a story of disinvestment and stagnant property values, there are many opportunities for public improvements that will encourage private investment. This plan identifies those opportunities, both projects and programs, and recommends an approach and timing for these efforts that will take advantage of the relationship between joint public and private participation in the redevelopment process.

The twelve projects and/or programs identified in the plan are conceptually described, and include preliminary cost estimates. The Project Information sheets are intended to be used as a point of discussion for public meetings and for use as a public relations tool. The Community Redevelopment Agency may use these materials to transmit information and build community support as each project is implemented.

Project timing is divided into three categories: "quick successes", mid-and long-range planning. This schedule is intended to build momentum for this redevelopment program, and capitalizes on public improvements as an incentive to private investment. This schedule should be somewhat flexible to take advantage of unexpected opportunities that may arise.

Detailed information including background data describing existing conditions and a brief economic study examining the revenue potential of projects within the district are included in the Appendices.

## ***Gulfport Waterfront Area Redevelopment Plan***



### **What Will Make Redevelopment in Gulfport a Success?**

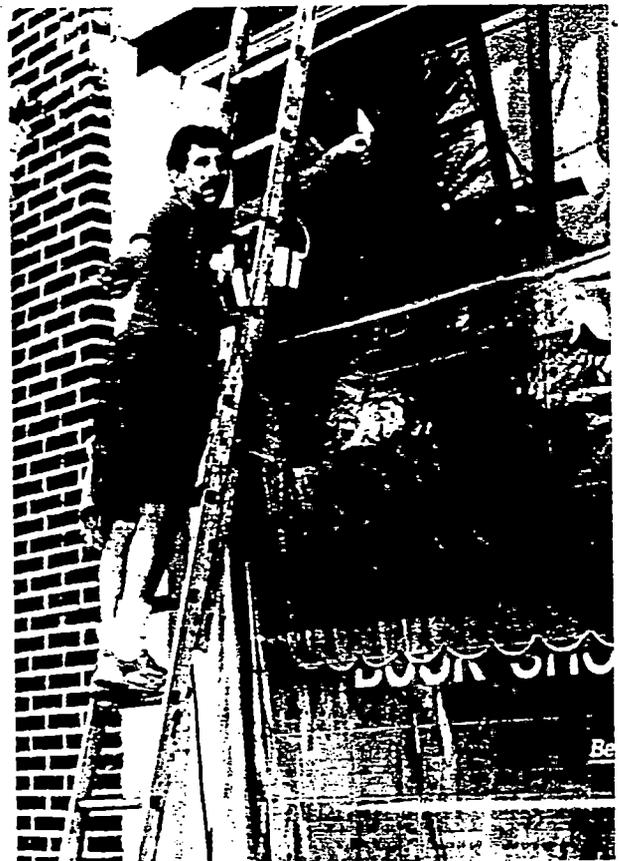
Successful community redevelopment in a small town is not possible without capitalizing upon all local resources. Perhaps the most important resources to exploit are the human resources. Secondly, it is critical to secure staff, preferably dedicated full time, to implement the plan by forging partnerships, introducing and reintroducing investors and entrepreneurs to the area, managing programs and continuing to build support from the greater community for programs and projects.

Adoption of this plan is the first step in an ongoing process. Active leadership of the City Council, the Community Redevelopment Agency, and the CRA staff, along with community support will result in successful revitalization of Gulfport's Waterfront Area.

### **Getting Started**

- Hire an experienced Director to manage programs. Ideally this professional would devote all of his or her time to the Waterfront Redevelopment District planning and activities.
- Establish a first year operating budget.
- The director and Community Redevelopment Agency (CRA) members should take advantage of the Florida Main Street manager training seminars and networking opportunities. These seminars emphasize economic development and historic preservation tools in communities with populations under 50,000. The State Coordinator is Bob Trescott; he can be reached by telephone at (904)487-2333 to provide a schedule of open seminars.

- The CRA, with the assistance of the CRA Director, should prepare a one-year, and five-year workplan identifying what programs or projects will be implemented, who will be involved, time frames for each task, etc. The projects/programs in the Redevelopment Plan identified as "quick victories" are appropriate to implement in the first three years of the Gulfport Redevelopment Program. Its often helpful to get the assistance of a meeting facilitator with some redevelopment expertise to assist the group in developing a consensus for the annual workplans.





## ***Gulfport Waterfront Area Redevelopment Plan***

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- As the CRA develops a specific strategy to implement particular projects, use the Florida Redevelopment Association (FRA) network to get specific information regarding similar successful programs throughout the state. (There's no need to reinvent the wheel!) The FRA Executive Director is Carol Marchner at the Florida League of Cities office (800-342-8112).

- Keep the task force involved in this process. This group has expressed an interest in assisting in the implementation of a promotional campaign for the Waterfront Redevelopment Area. This might include developing a logo and/or slogan for the Area, publishing a newsletter, organizing a special events calendar, etc. It is important that the promotional campaign focus on a very few, high quality activities. It is far more effective to sponsor one sensational special event than to coordinate twelve events with low attendance, poor publicity, etc.

- Successful redevelopment programs are entrepreneurial in nature. Approach each specific task with these basic questions in mind:

How can this program or task be implemented with the maximum amount of private participation possible?

How best can this program or project encourage future private investments?

How can this program or project generate revenue for the Redevelopment Area?

What is the best way to promote this program or project to assure community support?

- Community redevelopment is an exciting, challenging, and rewarding endeavor.

**Don't lose sight of the vision!**



## ***Gulfport Waterfront Area Redevelopment Plan***

### **INTRODUCTION**

The Gulfport City Council/Community Redevelopment Agency (CRA) has taken on the task of revitalization of the waterfront area by establishing a Waterfront Redevelopment District and developing and adopting this comprehensive redevelopment plan consistent with the requirements of Florida Statutes, Chapter 163, Part III Community Redevelopment. The boundaries of the Waterfront Redevelopment District are shown on the following map and are specifically described by the legal description in Appendix C.

#### **The Gulfport Waterfront Area**

To native Floridians and newcomers appreciative of Florida's past, the waterfront area in Gulfport is a welcome retreat from fast-paced growth, luxury resorts and theme parks. White sails on Boca Ciega Bay, families enjoying the beach and play areas, retired musicians from the Big Band era performing at the beach pavilion, and friendly proprietors of local businesses--these small town pleasures and community spirit make Gulfport unique.

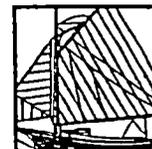
The focal point of the Waterfront Area is the waterfront terminus of Beach Boulevard at Shore Boulevard. The mixed use area includes the beach and other recreational facilities, the historic casino, the Gulfport Library and Community Recreation Center, the traditional business district, and many residential properties, most constructed in the 1920s boom era. Other than the waterfront, the historic linear park that begins at Gulfport Boulevard provides character defining open space for the community. The northern boundary of the district is marked by the intersection of Beach Boulevard and Gulfport Boulevard, the primary gateway to the area.



*circa 1955*



*circa 1956*



**Redevelopment Process**

The State Legislature adopted Chapter 163, Part III, Community Redevelopment, to provide communities a mechanism to encourage the rehabilitation and redevelopment of areas within the community, that for one reason or another were unstable or declining. Chapter 163, Part III of the Florida Statutes is specific regarding the steps necessary to establish a Community Redevelopment Program and subsequently initiate projects.

The basic five step process which will lead to realization of the first project in Gulfport includes:

1. Establishing a Finding of Necessity,
2. Defining a Community Redevelopment Area,
3. Establishing a Community Redevelopment Agency,
4. Preparing a Community Redevelopment Plan
5. Establishing a Redevelopment Trust Fund.

**1. Establishing a Finding of Necessity**

The first step in the Community Redevelopment process required the City of Gulfport to approve a Finding of Necessity. The Finding of Necessity established those conditions which substantially impair the sound growth of the proposed Redevelopment Area. On \_\_\_\_\_, the Gulfport City Council passed resolution #\_\_, declaring a Finding of Necessity.

**2. Defining a Community Redevelopment Area**

The Community Redevelopment Area is that area defined by legal description in which all of the future redevelopment projects will be located. It is also the area which will fund the Redevelopment Trust Fund via the tax increment process.

**3. Establish a Community Redevelopment Agency**

The Community Redevelopment Agency was established by the Gulfport City Council in Ordinance #\_\_. Among other duties, the Redevelopment Agency will be responsible for implementing the Community Redevelopment Plan and administering the Trust Fund.

**4. Prepare a Community Redevelopment Plan**

The Gulfport Waterfront Area Redevelopment Plan identifies the improvements that will revitalize the Community Redevelopment Area. The projects contained in the Gulfport Waterfront Area Redevelopment Plan are specific and have been conceptually described in the plan.

**5. Establish a Redevelopment Trust Fund**

The Redevelopment Trust Fund receives the tax increment funds as they are generated each year. The Redevelopment Trust Fund is administered by the Community Redevelopment Agency.

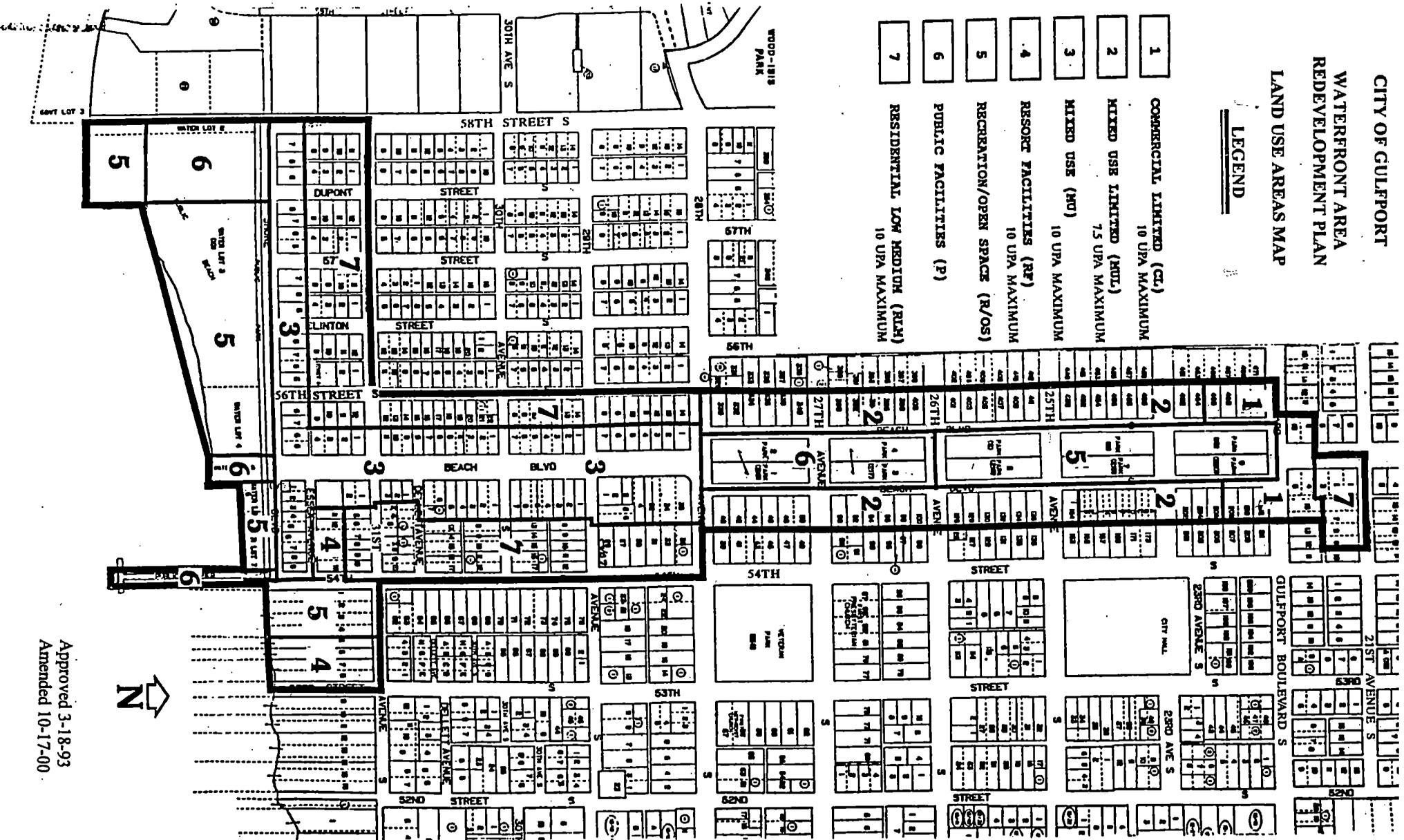
The preceding steps have defined the need and the means for community redevelopment, established an agency to oversee the redevelopment process, and put in place a funding mechanism to fund the redevelopment projects enumerated in the Redevelopment Plan . Gulfport is now in the position to begin the first project leading to the ultimate revitalization of the waterfront area.

CITY OF GULFPORT  
 WATERFRONT AREA  
 REDEVELOPMENT PLAN

LAND USE AREAS MAP

LEGEND

- 1 COMMERCIAL LIMITED (CL)  
10 UPA MAXIMUM
- 2 MIXED USE LIMITED (MUL)  
7.5 UPA MAXIMUM
- 3 MIXED USE (MU)  
10 UPA MAXIMUM
- 4 RESORT FACILITIES (RF)  
10 UPA MAXIMUM
- 5 RECREATION/OPEN SPACE (R/OS)
- 6 PUBLIC FACILITIES (P)
- 7 RESIDENTIAL LOW MEDIUM (RLM)  
10 UPA MAXIMUM



Approved 3-18-93  
 Amended 10-17-00



**APPROACH**

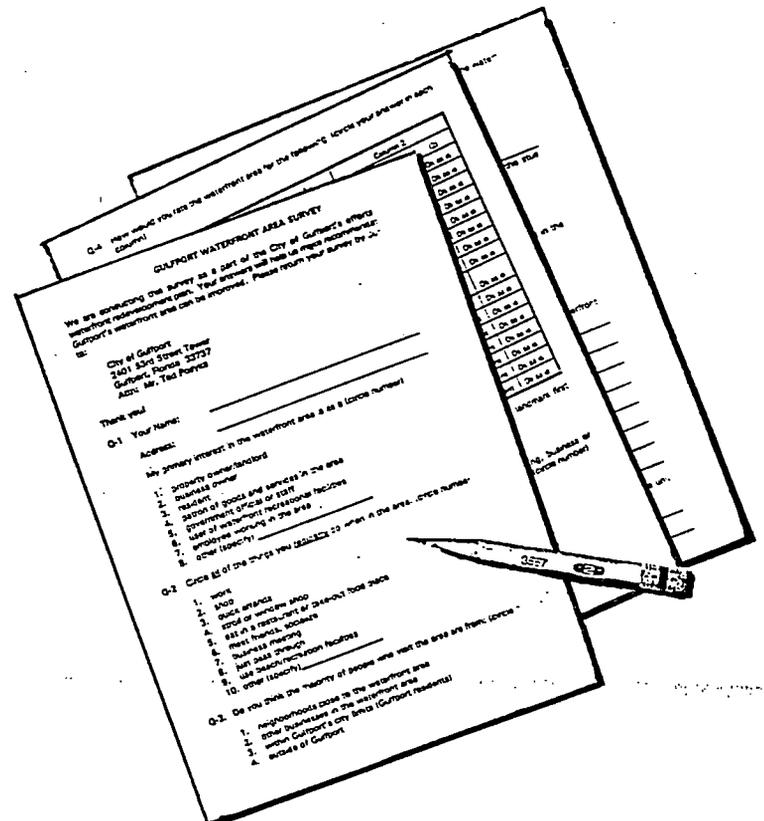
To build support for the redevelopment planning process and to make certain that the plan is based upon the unique goals and aspirations of the local community, the Redevelopment Task Force, a volunteer committee of local merchants, property owners and interested citizens played a critical role in the development of this plan. They began work by helping to coordinate a survey to determine attitudes and ideas about the future of the Waterfront Redevelopment Area. Those who participated in the survey clearly saw potential to make Gulfport a regional attraction; they were optimistic and visionary. They seemed to understand that a comprehensive approach is needed for successful redevelopment, rather than a “quick fix.”



*circa 1948*

Evident in all the survey responses was a pride in the history and special character of the area that will serve as the foundation for future development and redevelopment. There was a general consensus that the Waterfront Redevelopment Plan capitalize on those existing resources, and re-orient the community to the waterfront as the focal point for the community. The Gulfport Casino should serve as the anchor for an activity center with a unified and coherent image. Redesign and enhancement of several facilities was suggested, as well as new facilities that might include an open air market, public space for art shows and special events, a waterfront inn or restaurant, snackbar, outdoor dining opportunities, and a waterside amphitheater.

Along with the positive features of the district were those obstacles that create a challenge to the plan and the redevelopment process. It is often the case that by solving constraints we build stronger, more dynamic communities. The liabilities identified create an abundance of opportunity.





## *Gulfport Waterfront Area Redevelopment Plan*

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### **Assets and Liabilities**

#### **Assets**

The waterfront area is the heart of the community, and the image presented by the area reflects the community itself. The positive features that make Gulfport unique include:

Natural beauty

Amenities and community behavior characteristic of a cohesive small town

The historic Gulfport Casino

The fishing pier and other beachside amenities

Contiguity of the residential neighborhoods

A human scale that encourages pedestrian traffic

An unobstructed view of Boca Ciega Bay

Appeal to visitors of all ages

Locally owned and operated independent businesses

Nationally recognized artists in residence

Dedicated community leaders

Pride of place

#### **Liabilities**

Generally, the liabilities identified by the community relate to obstacles preventing the area from reaching full potential to be an attractive activity center with a regional draw:

The area is not cohesive and has an unattractive image

Many public facilities and private properties are in a state of disrepair

Most facilities, particularly the casino are underutilized

Residents are concerned that the area may be unsafe for pedestrians

Shoppers have difficulty in finding convenient parking

Existing public facilities are not used to their full potential

The potential to involve the arts community in activities and business ventures is virtually untapped

The business mix is weak

The potential for promotional activities, art shows, food festivals, etc. that would enhance the image of the area has not been met.

A recent history of disinvestment



## Gulfport Waterfront Area Redevelopment Plan

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### Redevelopment Guidelines

Understanding the particular assets and liabilities of the Waterfront District enabled the Project Team to propose the following general goals and guidelines for revitalization of the area. These will continue to serve as guiding principles as detailed design of the various projects, outlined in the Redevelopment Plan, is completed. Each guideline is followed by a statement referring to the specific project or program that pertains. Projects are described on pages 12 - 14.

#### Design

■ Choose design elements and materials that reinforce and compliment the human scale and character of a small, historic seaside community.  
*Apply to projects numbered 1 through 7, 9 and 10.*

■ Design facilities to encourage high levels of activity and pedestrian movement.  
*Apply to projects numbered 1 through 10.*

■ Create an architectural theme for the district by choosing architectural styles and elements that relate to the natural setting, similar to traditional architecture of Cedar Key or Key West.  
*Apply to projects numbered 1 through 7, 9, 10 and 11.*

■ Develop design guidelines for improvement of private properties within the district and provide technical assistance needed.  
*Apply to project number 2.*

■ Emphasize natural shade, preservation and use of indigenous vegetation in landscape treatments.  
*Apply to projects numbered 1 through 4, 9 and 10.*

■ Insist on quality design and the highest quality materials that are appropriate and affordable.  
*Apply to projects numbered 3 through 7, 9 and 10.*

■ Develop uniform directional signage and informational signage for the district.  
*Apply to projects numbered 1, 3 through 9 and 11.*

■ Incorporate pedestrian lighting and design solutions sensitive to pedestrian security and increased activity levels to reverse the image of the area as being unsafe for evening activities.  
*Apply to projects numbered 3, 4, 5, and 7 through 10.*

#### Land Use

■ Re-orient the community to the Waterfront by developing the Casino as the centerpiece of the area.

*Apply to projects numbered 1, 3 and 4.*

■ Mix uses whenever possible. The important uses include recreation, retail, institutional, service, office and residential uses.

*Apply to project number 10.*

■ Encourage, retail and restaurant uses on properties that front on Shore Boulevard and the south end of Beach Boulevard. Office uses should be discouraged from locating or relocating in the active commercial area.

*Apply to project number 12.*

■ Reserve portions of district (large, older houses) as a transitional area for garden office or specialty commercial uses for the establishment of small businesses--perhaps arts and crafts-type shops or bed and breakfast establishments.

*Apply to project number 12.*

■ Preserve the residential neighborhoods that are so important to the vitality of the waterfront area. The residential character of the waterfront area and its human scale define the charm and unique personality of Gulfport. The "walk to" waterfront amenities are an asset to residents, and the business district in turn benefits from this customer base.

*Apply to project number 12.*

■ Promote mixed use, exterior oriented activities in areas where retail is allowed.

*Apply to project number 12.*

■ Create opportunity for promotional activities, such as special events, open air markets, etc.

*Apply to projects numbered 1, 3, 4, 5, 7, 8, 9, and 12.*



## Gulfport Waterfront Area Redevelopment Plan

### Traffic Circulation and Parking

Provide additional user information about parking, through permanent signs, contingency signing and off-site information.

*Apply to projects numbered 4, 5, 6, 8, 11 and 12.*

Improve quality of pedestrian travel in parking areas.

*Apply to projects numbered 4, 5 and 8.*

Manage parking to give highest priority to the short term shopping trip user.

*Apply to projects numbered 8 and 11.*

Add a public parking lot to increase the overall number of spaces.

*Apply to project number 8.*

Retain on-street parking.

*Apply to projects numbered 4, 5 and 8.*

Reinforce Shore and Beach Boulevards as primary pedestrian routes.

*Apply to projects numbered 1 through 5, 8 and 10.*

Provide a safe, attractive, pedestrian-oriented environment.

*Apply to projects numbered 3, 4, 5 and 7 through 10.*

Develop a circulation plan that addresses access and parking issues to benefit businesses and recreational facility users.

*Apply to project number 8.*

### Public Services

■ Repair or rebuild deteriorated sidewalks and roadways.

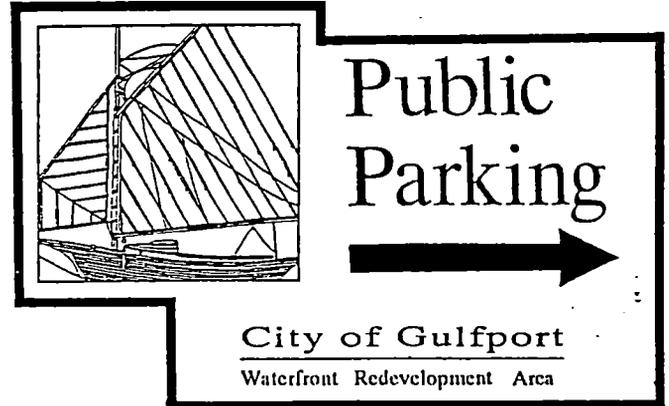
*Apply to projects numbered 3 through 6, 8 and 9.*

■ Replace old and/or inadequately sized water and wastewater transmission lines whenever a street is reworked, if feasible.

*Apply to project number 5.*

■ Locate all utility wires underground if feasible.

*Apply to projects numbered 3, 4, 5 and 10.*





## *Gulfport Waterfront Area Redevelopment Plan*

### **GULFPORT WATERFRONT AREA REDEVELOPMENT PLAN**

The Gulfport Waterfront District comprises approximately 88.95 acres. Of these, 15.9 percent (12.59 acres) are associated with the beachfront area south of Shore Boulevard. The focal point of this plan is to recapture the importance of the waterfront and to redevelop that area as the jewel of Boca Ciega Bay. Shore Boulevard and Beach Boulevard are strong axial elements that have shaped the growth and character of the district. Shore Boulevard is anchored on the west end by the Community Center and on the east end by the site of the former Gulfport Inn and pier. Beach Boulevard's terminus is Shore Boulevard at the Casino, the center of the district. The district extends to Gulfport Boulevard on the north; however, the library provides a focal point or commercial anchor at the north end of the portion of Beach Boulevard, oriented toward the Bay. This strong physical form has determined the current character of the district and has influenced the community's vision for the future.

The plan consists of ten capital projects and two organizational projects that are illustrated in the following Waterfront Redevelopment Plan and subsequently described in the body of the next section. While these projects may be completed incrementally and to some degree independently, it is the combined effect of all of them that comes together to determine the future of the Gulfport Waterfront District.

The plan identifies a series of projects or programs that collectively will achieve the redevelopment goals determined by the community. These include:

1. Restoration of the Gulfport Casino
2. Building Facade Improvement Program
3. Beachfront Amenities: Fishing pier improvements, bait shop, snack bar, boat dock
4. Shore Boulevard Improvements: Open air market facility, picnic shelters, re-orientation of parking facilities and landscape enhancement.
5. Beach Boulevard Streetscape
6. Area Gateway and Signage
7. Waterside Amphitheater
8. Parking Facility and Management
9. Cultural Arts Facility
10. Development of Vacant Waterfront Property
11. Promotions Program
12. Main Street Approach

#### *Redevelopment Plan Goals*

*To build a consensus of all groups that have a stake in the waterfront redevelopment area to implement a unified management strategy that will revitalize the waterfront district.*

*To market an attractive, coherent and quality image of the waterfront area using the community's unique assets and heritage.*

*To develop the waterfront area to its fullest potential as a center of cultural, recreational, entertainment and shopping activities, while preserving Gulfport's small town scale and identity.*

*To develop a market strategy for the waterfront district that will result in an improved business mix, a stronger tax base and a stable role for the area as a major component of the community's economic health.*



## **Project Descriptions**

### **1. Restoration of the Gulfport Casino**

The casino is Gulfport's local landmark and should continue to be a focal point for the waterfront area. The high quality dance floor and tradition of "Big Band" entertainment is one of the features that make the casino unique to the region. This, along with other types of dancing, food services and reorientation towards the Bay will strengthen the Casino as an anchor for the Waterfront District. The success of the casino is presently limited by its size. By orienting the building more toward the water and expanding the perimeter of the building, additional seating and larger crowds could be accommodated. The entrance of the Casino is also the visual terminus of Beach Boulevard. The appearance of the facade could be improved with design elements that will create a more exciting and inviting entrance.

Following the renovation of the building, serious consideration should be given to the management and promotion of an annual calendar of appropriate activities that will generate revenue for the Community Redevelopment Area.

### **2. Building Facade Improvement Program**

Keeping up appearances is good business. The appearance of individual buildings and the district as a whole is the key to attracting new customers and businesses to the area. To encourage private property owners to make quality improvements to their buildings, illustrated design guidelines and a financial incentive program is necessary.

In general, design guidelines are recommendations for improving visual quality of an area. They are based on a detailed analysis of an area's special qualities and are developed into a plan for enhancing those qualities. They focus on design issues that are expected to arise in the near future:

maintenance, facade improvements, signage and new construction. Their purpose is to stimulate creative design solutions while promoting a sense of relatedness among properties. Financial incentive programs include free design assistance, a design review process, and grants, loans or a combination of both to underwrite the cost of exterior renovations. These programs cannot be successful if the property owners themselves do not play an active role in developing and promoting use of the guidelines.

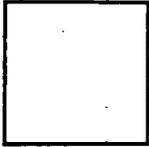
The Holiday Inn and the inn on Beach Boulevard were targeted as buildings that present opportunities for new uses and should be renovated.

### **3. Beachfront Amenities**

The waterfront is Gulfport's greatest asset, and one that has much unmet potential. By increasing the level of active use in the area, the community will again become focused on this resource. Specific improvements include expansion of the fishing pier and the addition of shade structures, lighting, seating, landscape elements, a floating dock, and a bait shop similar to the one located there in years past. Future development of an excursion boat dock that may be built in conjunction with development of the undeveloped property east of the casino, and construction of public restrooms and a kiosk/snack bar are identified projects.

### **4. Shore Boulevard Improvements**

Multi-use pavilions are proposed that could serve a regular, weekly open air market, and for times the market is not in operation, as a facility for special events such as art festivals, food fairs, etc. This facility would create more opportunity for promotional activities to attract customers, tourists, residents and investors to the district.



Rather than cluster all of these activities at the pier, location of these activity areas near the casino and along the beachfront will allow businesses throughout the district to benefit from this increase in use.

Landscape improvements, additional picnic shelters with a uniform design theme, and redesign of the parking areas is also indicated as shown on the enclosed sketch plans. The relocation of parking toward the community center will allow the beach to be better utilized as a park/activity space.

### **5. Beach Boulevard Streetscape**

To create a more cohesive identity for the commercial business district, and to encourage pedestrian movement, this area should be improved. The introduction of landscape elements will greatly improve the general appearance of the area, and pedestrian level lighting is needed for safety purposes. Preference was given to current angled parking spaces, as opposed to parallel spaces, so as not to reduce the number of available parking opportunities.

### **6. Area Gateway and Signage**

The Task Force pointed out that Gulfport Boulevard is actually the "gateway" to the waterfront area. This area should be developed as an entrance to the district. The intersection of Gulfport Boulevard and Beach Boulevard is an opportunity to develop an entranceway using the perimeter of the existing park and drawing attention to the entrance with distinguishing signage, a wall feature, landscape "oasis" or similar treatment to reinforce the area's unique identity.

### **7. Waterside Amphitheater**

The recommended amphitheater would best be situated on the waterfront side of the community center. Consideration should be given to plans to

build a new youth center away from the waterfront area, and with that, the possibility of redeveloping the community building as a cultural arts center. The amphitheater would then be an ideal adjunct facility for the arts center functions, as well as other community events. To limit noise intrusion to surrounding neighborhoods, it was suggested that the staging area face the water. The amphitheater in Clearwater is an example of the type amphitheater proposed. In addition, if the amphitheater can be utilized within the overall Stormwater Management Plan some costs for construction may be jointly funded.

### **8. Parking**

Parking should be analyzed as a part of an overall traffic circulation plan. There is considerable concern that there is an inadequate amount of convenient parking in the district. The City has identified a location for the construction of a new off-street parking lot. If housing relocation is required, that is addressed in Appendix D (3). In addition to the new and relocated parking spaces, management actions include:

- A. Increasing the number of signs which direct motorists to the waterfront district and parking;
- B. The installation of parking directories to help motorists in the event their accustomed parking lot is full;
- C. Establishing and enforcing a system of reserving close-in spaces for customers rather than employees or recreational facility users.
- D. Establishing and enforcing customer parking areas with parking duration limited to 2 hours.
- E. Discontinuation of parking decals.
- F. Provision of free parking for special events.
- G. Construction of additional off-street parking.
- H. Redevelopment of rear vacant lots or alleys for additional parking when feasible.
- I. Closing alleys on Beach Boulevard and providing additional parking along beach.



## **9. Cultural Arts Facility**

There is a need for adequate space for the purpose of operating a center for the arts. The community supports a variety of arts activities, including arts and crafts shows and classes, jazz jams, theater productions, writing clubs and dance groups. A number of artists and those who support the arts have expressed a desire to find a central location for arts activities, where classes can be held, and where performances could be scheduled on a regular basis for public attendance. It would also be advantageous to all concerned to have these activities centered in one location instead of scattered in several buildings throughout the city. The present community youth center has been identified as a potential site, if and when a new activity center is built elsewhere. The Center for the Arts would boost the economy and reputation of the district.

## **10. Development of Vacant Waterfront Property**

The vacant land near the pier has been identified as a prime opportunity for redevelopment and enhancement of the district's tax base. The development of a small hotel/bed and breakfast type establishment and restaurant with outdoor dining would be an important anchor for the east end of the district. These establishments should be so designed as to accentuate the small town character of the area. While the City would not develop the property themselves, it would facilitate that development, possibly through a donation of land at a reduced cost as an incentive, aggressive developer recruitment, etc.

## **11. Promotions Program**

Successful redevelopment programs throughout the United States have learned that promotions (special events, advertising, public relations programs, etc.) are much more than cheerleading

or boosterism. Promotional activities, if properly organized and of high quality, are an effective economic development tool. These activities generally do not result in direct income, but will help to change the image of the area and attract customers and investors.

Plan implementation should include efforts to cultivate a private or quasi-public sector partner to take on the role of plan advocate and to develop and implement a promotions/public relations plan for the waterfront area. Their mission may be to schedule a limited number of quality promotions that will bring people to the area to enjoy themselves, promote the image of the area as a unified whole, and involve all groups who have an interest in the area.

These activities include the management or coordination of special events (art festivals, food fairs, holiday celebrations, fishing tournaments); programing functions for the waterside amphitheater; and promotion and/or management of the open air market and casino.

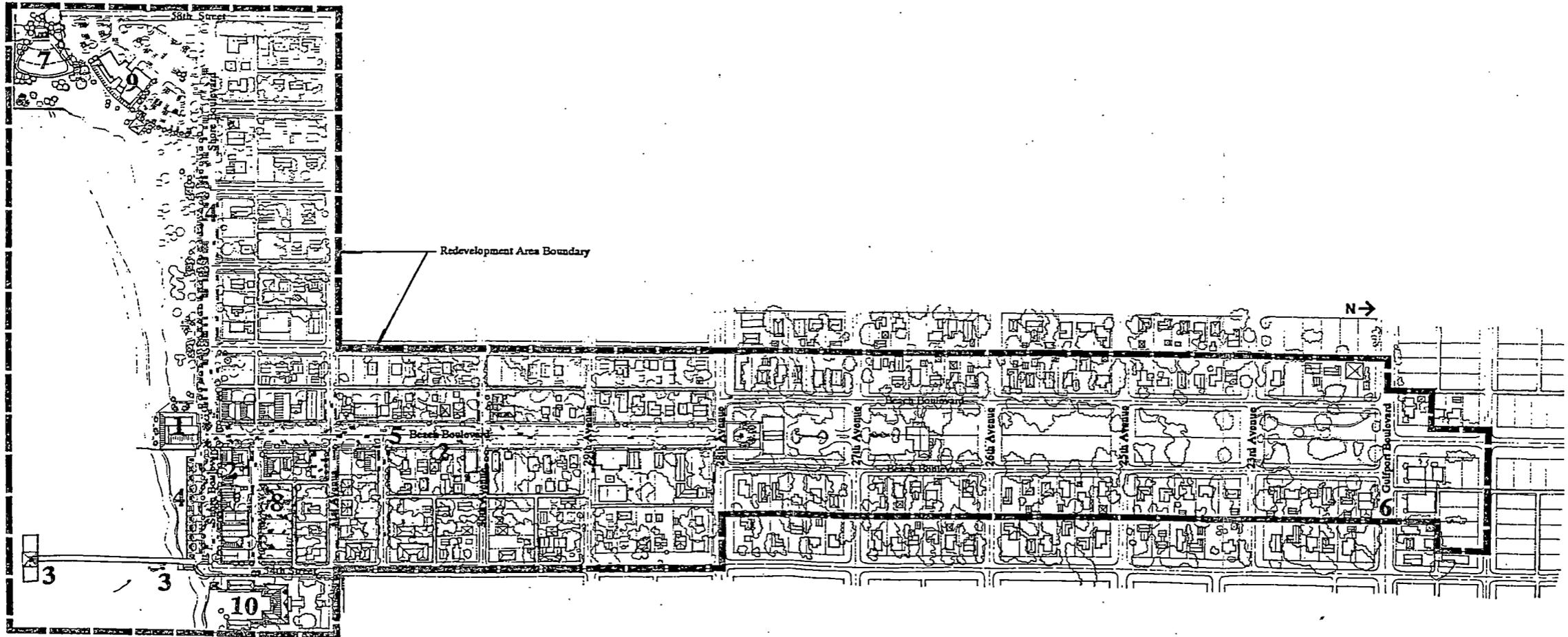
Make an effort to coordinate publicity for the redevelopment program by developing a professional and consistent relationship with local media, as well as produce and distribute annual progress reports and other information presented in an attractive and timely manner to the district property owners and the community as a whole.

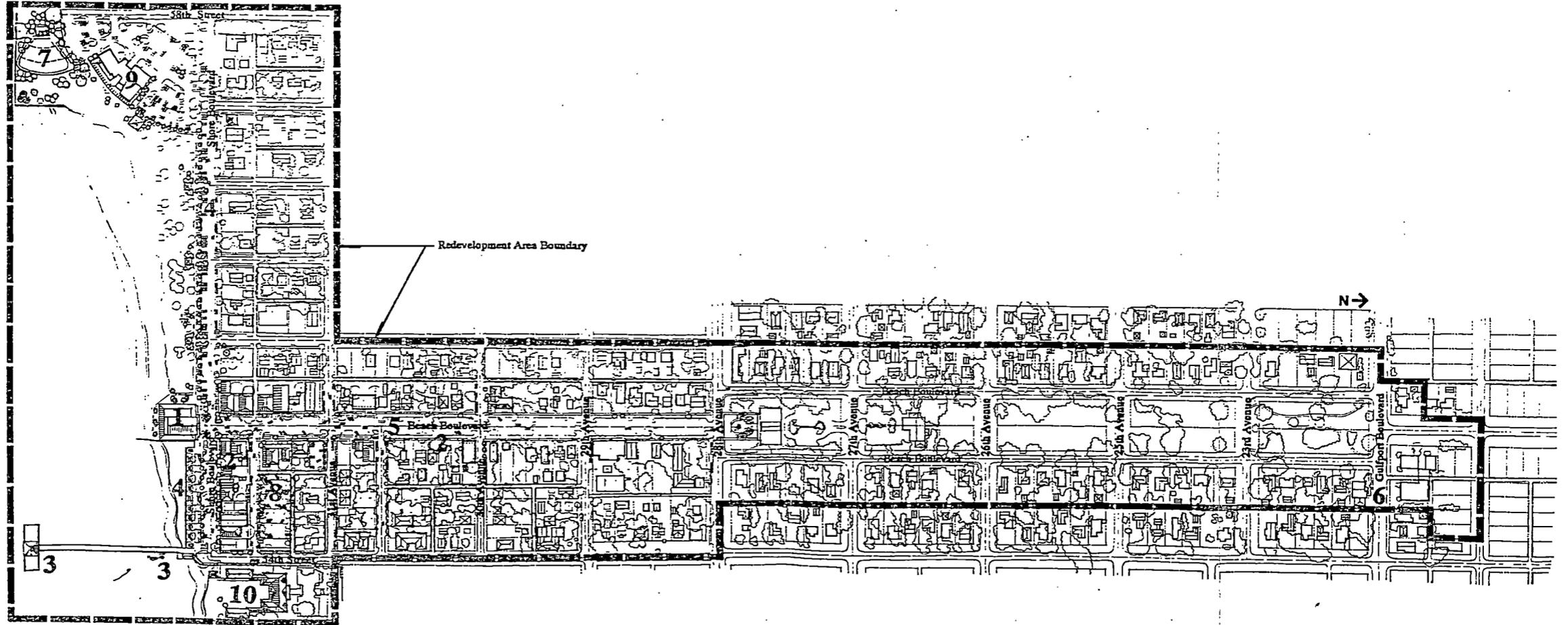
## **12. Main Street Approach**

The Main Street program is an approach to downtown revitalization in small towns that has an astounding rate of success. Florida has participated in this program since 1985. This self-help approach is described in detail in the plan. This approach is a proven strategy for start up redevelopment programs and is recommended as a cornerstone for the implementation of the Gulfport Redevelopment Plan.



Project Map







**Gulfport Waterfront Area Redevelopment Plan**

**Project Timing**

Because successful redevelopment is a series of appropriately timed projects of varying scale the Waterfront Redevelopment Plan includes development strategies divided into three time frames: Quick Victories, and start up activities; Middle-Range Planning, and Long-Range Planning, and three areas of responsibility (private sector, quasi-public organizations, and public sector).

To build momentum and support for redevelopment projects and programs over time, the Community Redevelopment Agency will establish a specific timed work program with an annual work plan that would include a balance of the following:

1) Projects or programs that have immediate impact and require a small capital expenditure to accomplish. Examples of these "quick victories" include development of design guidelines and a facade improvement program to encourage property owners to improve the appearance of

buildings in the district, entranceway signage, promotional activities such as a logo or slogan contest, special events or festivals, or administrative type activities such as modified parking enforcement measures, etc. These activities, though not capital intensive, tend to be labor intensive.

2) Mid-range projects or programs require adequate staffing, services and funding for success. These type projects include undertaking a market study for redevelopment of vacant parcels, initiation of a business recruitment program, or capital improvements such a parking lot development, expansion of the fishing pier, etc.

3) Long-range projects are those that require long-range planning and considerable capital investment. Such projects could include a major streetscape project or development of a community cultural arts facility.

**Project Timing Schedule**

<u>Project/Program</u>	<u>Projected Completion Dates</u>
Restoration of the Gulfport Casino	Middle-range (1996-2001)
Building Facade Improvements Program	Quick victory (1992/ongoing)
Beachfront Amenities	Quick victory (1993-1996) and Middle-range (1996-2001)
Shore Boulevard Improvements	Middle-range (1996-2001)
Beach Boulevard Streetscape	Long-term (2001-2011)
Area Gateways & Signage	Quick victory (1992)
Waterside Amphitheater	Middle-range (1996-2001)
Parking	Quick victory (1992) and Middle-range (1996-2001)
Cultural Arts Facility	Long-term (2001-2011)
Development of Vacant Waterfront Property	Middle-range (1996-2001)
Promotions Program	Quick victory (1992/ongoing)
The Main Street Approach	Quick victory (1992/ongoing)



**Gulfport Waterfront Area Redevelopment Plan**

**Capital Projects**

	<u>Public Funding</u>	<u>Private Funding</u>	<u>Revenue Generating</u>	<u>Possible Grant</u>	<u>Order of Public Magnitude Cost</u>
1. Restoration of the Gulfport Casino	X		X	X	\$100,000 - 500,000
2. Building Facade Improvement Program	X	X			25,000 - 75,000
3. Beachfront Amenities					
Fishing Pier	X			X	20,000 - 100,000
Bait Shop		X	X		25,000
Snack Bar Area	X		X	X	50,000
4. Shore Boulevard Improvements					
Landscape/Streetscape	X				110,000 - 180,000
Market Pavilion	X		X	X	150,000
Terraced Pavilion	X			X	50,000 - 150,000
Community Pavilion	X		X	X	50,000
Beach Axial Pavilions	X			X	60,000
5. Beach Boulevard Streetscape	X				300,000 - 500,000
6. Area Gateway and Signage	X				50,000
7. Waterside Amphitheater	X			X	100,000
8. Parking					
Beach Parking	X				150,000 - 250,000
Off Street Parking	X				120,000
9. Cultural Arts Facility	X			X	75,000 - 150,000
10. Development of Vacant Waterfront Property		X			
<b>Total</b>					<b>\$1,435,000 - 3,340,000</b>



## ***Gulfport Waterfront Area Redevelopment Plan***

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### **Project Financing**

#### **How Tax Increment Financing Works**

The Gulfport Waterfront Redevelopment District boundaries are the boundaries of the Tax Increment Financing District. Tax payers owning properties within this district will not pay additional taxes, but taxes paid **above the frozen tax base** (1991 values) to both the City and County will be contributed to the tax increment fund for the district. This fund is restricted to use within the district, and can only be used for projects identified in the Gulfport Waterfront Redevelopment Plan.

#### **Gulfport Waterfront Redevelopment District Tax Increment Fund**

The following exhibit estimates the revenues in the tax increment fund throughout the life of the fund, which is legislatively determined not to exceed thirty years. The district's initial income is limited by the low appreciation rate in the district. It will be necessary to keep key vacant property on the tax roles and to develop these properties so that the cost of new construction will be added to the assessed value of the district, as shown in the estimates with the addition of a new hotel at the historic Boca Ciega Hotel site. Clearly, because the expected rate of appreciation is relatively low, new construction and redevelopment of private properties is necessary to build a healthy fund for project construction.

Based on the estimated revenue stream from the tax increment district, there will be a need to supplement that fund through grants, joint projects with the City or private developers, and additional revenues received through lease agreements (i.e. the bait shop and casino). Depending upon the future situation and legislative restraints, at some point in time a special assessment may be considered to fund a particular project. Several redevelopment programs in Florida have used a property assessment (a set contribution per square foot of building frontage) to fund construction of streetscape or similar projects.

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#### **Scenario Assumptions of Gulfport Waterfront Redevelopment Area:**

1. Frozen Tax base - Assumes the Waterfront Redevelopment Plan is adopted in 1992, with a frozen Tax Base value from the 1992 tax roles.
  2. Increment Above the Frozen Tax Base - The annual increment in taxable value for the redevelopment area.
  3. County-wide Mileage Rate is based on the 1990 Revenue Rate of 5.2340 plus EMS and transit rate of 1.274 to equal 6.508.
  4. City-wide Mileage Rate is based on the 1990 rate of 4.300.
  5. Valuations are shown to increase 3 percent annually, based on the average increase between 1987 and 1990.
  6. A \$3,500,000 hotel and other improvements are included in the district tax base in 1998.
-

## ESTIMATED TAX DISTRIBUTION ANALYSIS

Year	District Taxable Value	Frozen Tax Base	Increment Above Frozen 1991 Tax Base	City Contribution	County Contribution	Annual Tax Increment Revenue	Cumulative Tax Increment Revenue
1991	8,674,042	8,674,042	-0-	-0-	-0-	-0-	-0-
1992	8,934,264	8,674,042	260,122	1,119	1,693	2,812	2,812
1993	9,202,292	8,674,042	528,250	2,272	3,438	5,710	8,522
1994	9,478,361	8,674,042	804,319	3,459	5,234	8,693	17,215
1995	9,762,712	8,674,042	1,088,670	4,682	7,085	11,767	28,982
1996	10,055,593	8,674,042	1,381,551	5,941	8,991	14,932	43,914
1997	10,357,261	8,674,042	1,683,219	7,238	10,954	18,192	62,106
1998	10,667,979	8,674,042	1,993,937	8,574	12,976	21,550	83,656
1999	14,488,018	8,674,042	5,813,976	25,000	37,837	62,837	146,493
2000	14,922,659	8,674,042	6,248,617	26,869	40,666	67,535	214,028
2001	15,370,339	8,674,042	6,696,297	28,794	43,580	72,374	286,402
2002	15,831,449	8,674,042	7,157,407	30,777	46,580	77,357	363,759
2003	16,306,392	8,674,042	7,632,350	32,819	49,671	82,490	446,249
2004	16,795,584	8,674,042	8,121,542	34,923	52,855	87,778	534,027
2005	17,299,452	8,674,042	8,625,410	37,089	56,134	93,223	627,250
2006	17,818,436	8,674,042	9,144,394	39,321	59,512	98,833	726,083
2007	18,352,989	8,674,042	9,678,947	41,619	62,991	104,610	830,693
2008	18,903,579	8,674,042	10,229,537	43,987	66,574	110,561	941,254
2009	19,470,686	8,674,042	10,796,644	46,426	70,265	116,691	1,057,945
2010	20,054,807	8,674,042	11,380,765	48,937	74,066	123,003	1,180,948
2011	20,656,451	8,674,042	11,982,409	51,524	77,982	129,506	1,310,454
2012	21,276,145	8,674,042	12,602,103	54,189	82,014	136,203	1,446,651
2013	21,914,429	8,674,042	13,240,387	56,934	86,169	143,103	1,589,760
2014	22,571,862	8,674,042	13,897,820	59,761	90,447	150,208	1,739,968
2015	23,249,018	8,674,042	14,574,976	62,672	94,854	157,526	1,897,494
2016	23,946,489	8,674,042	15,272,447	65,672	99,393	165,065	2,062,559
2017	24,664,884	8,674,042	15,990,842	68,761	104,068	172,829	2,235,388
2018	25,404,831	8,674,042	16,730,789	71,942	108,884	180,826	2,416,214
2019	26,166,976	8,674,042	17,492,934	75,220	113,844	189,064	2,605,278
2020	26,951,985	8,674,042	18,277,943	78,595	118,953	197,548	2,802,826
2021	27,760,540	8,674,042	19,086,503	82,072	124,215	206,287	3,007,113



**Funding Strategies**

To supplement the Tax Increment Fund revenues, a variety of financing techniques may be applicable to the computation of Gulfport projects:

**Grants for Aquisition/Development**

Innovations in State and Local Government

Design Innovation and Creativity

Florida Recreation Development Assistance Program (FRDAP)

- Outdoor recreation opportunities
- Projects under \$50,000 - State pays 100%
- Projects \$50,000-\$150,000 - State pays 75%
- Projects over \$50,000 - State pays 50%, maximum award \$150,000

Land and Water Conservation Fund (LWCF)

- Outdoor recreation opportunities
- 50/50 match, maximum award \$100,000

Florida State Cultural Facilities Program

- Grants for facility development that offer cultural pursuits and programs

Community Development Corporation Support and Assistance Program

- Preservation and Revitalization of Neighborhoods

Community Services Block Grant Program

Neighborhood Area Revitalization

Florida Main Street Program

- Technical Assistance for Downtown Revitalization and Preservation

- Up to \$10,000 seed money

Historic Preservation Grants-in-Aids Programs

- Federal and State programs for historic preservation projects

- 50/50 match, limit of \$50,000 on state assistance

**Program Grants**

Arts in Education Program

- Grants in place practicing artists in Education, cultural, and community settings, 50/50 match up to \$20,000 limit

Dance Program

- Provides grants for projects that encourage dance performance

Folk Arts Program

- Programs that preserve folk arts, festivals, programs
- 50/50 match up to \$40,000

**Other Funding Sources**

Public/Private Concessions

- Private industry develops and operates facilities in cooperation with governmental agency

Safe Neighborhood Areas

- Crime prevention through environmental design. Offers planning grants. When coupled with an Enterprise Zone, can offer capital improvements funds.
- Penny gas tax (City anticipates allocating \$50,000 per year).

**Bonds**

General Obligation Bonds

- Political subdivision organized as a leasing corporation that sells bonds.

Revenue Bonds

- Political subdivision organized as a leasing corporation.

- Bonds Paid Back by anticipated fees from users, concessions, etc.



## Implementation

The Gulfport Redevelopment Area has significant assets and much potential to become the focal point of the community. The adoption of the Waterfront Redevelopment Plan and the establishment of the Tax Increment District and the Community Redevelopment Agency are the first important step in that process. However, it is only the **first** step. Although the process of preparing the plan involved the community and set the stage for future partnerships, the next step will be to develop specific annual workplans that identify personnel or special interest groups to assist in implementation of the plan and further define how to accomplish those tasks necessary to encourage private development in the district.

Although the immediate visibility of physical improvements will have a desirable impact, the recommended approach is **incremental** and does not produce instant dramatic change. The Gulfport Waterfront Area did not decline overnight, and the revitalization efforts will be a process that takes time and requires leadership development. Public improvements can serve as a springboard for private development, but such changes alone do not address the underlying causes of decline. Careful attention to retailing practices, aggressive management, and sensitivity to changing markets are also necessary. Successful redevelopment is not a series of capital projects, it is an ongoing program that includes capital projects.

Organization is of primary importance in any community revitalization program. Compare the management of the waterfront redevelopment area to a shopping mall, where controlled management of image, design, maintenance, promotion and retail mix give tenants a distinct advantage over downtown stores. To compete effectively, a redevelopment area must move away from a scattershot approach and create a coordinated

strategy for revitalization. Full-time, professional project management is critical to the success of the redevelopment program in Gulfport.

The importance of securing an executive director and other support, either staff or consultants as needed for the CRA is particularly important in this community since revenue sources are extremely limited and must be compensated for through investment of professional time. Begin the implementation process with the “doable” short term, inexpensive programs/or projects identified as quick victories and get as many people involved as possible.

Based on the estimated revenue stream from the tax increment district, there will be a need to supplement that fund through grants, joint projects with the City or private developers, and additional revenues received through lease agreements (i.e. the bait shop and casino). Depending upon the future situation and the legislative restraints, at some point in time a special assessment may be established to fund a particular project. Several redevelopment programs in Florida have used a property assessment (a set contribution per square foot of building frontage) for construction of streetscape or similar projects.

Both the public and private sector must be involved and committed in order for the Gulfport Waterfront Redevelopment Area program to be successful. It is important to continually keep the district property owners, the City of Gulfport residents, and your state and local elected officials aware of your redevelopment programs and success stories.



*Gulfport Waterfront Area Redevelopment Plan*

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**PROJECT INFORMATION SHEETS**



## 1. RESTORATION OF GULFPORT CASINO



circa 1905

Develop the Casino as the centerpiece of the area  
Preserve the high quality dance floor  
Expand and orient more toward the water  
Establish landmark facade to create a more exciting entrance and visual terminus of Beach Boulevard  
Add terrace area for outdoor seating

### Time Frame

Middle-range

### Responsibility

Public and quasi-public and private

### Cost

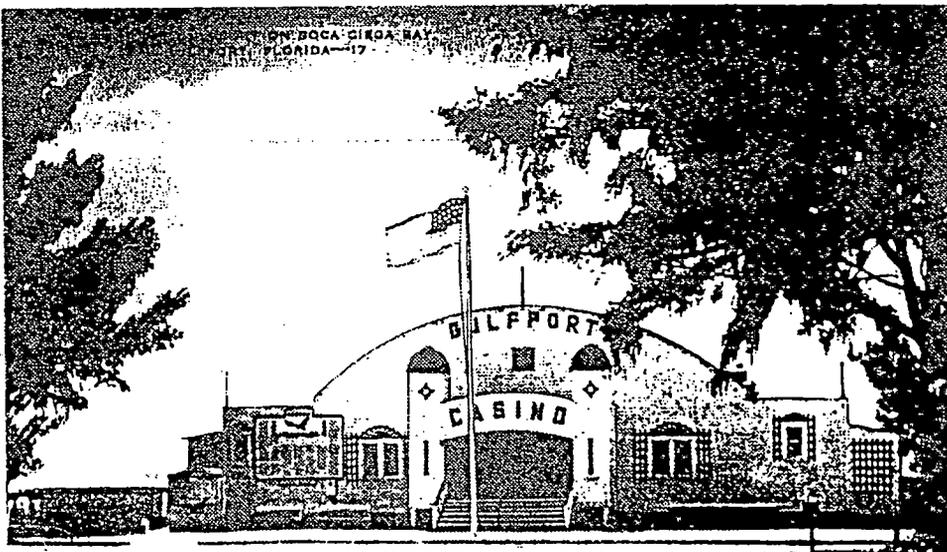
\$100,000-\$500,000

### Redevelopment Project Purpose

Capitalize on existing unique assets  
Re-orient the community to the waterfront  
Create opportunity for promotional activities  
Repair and upgrade existing facilities  
Establish revenue generating public projects  
Increase level of activity  
Improve competitiveness of the business district  
Increase public awareness of Gulfport

### For More Information

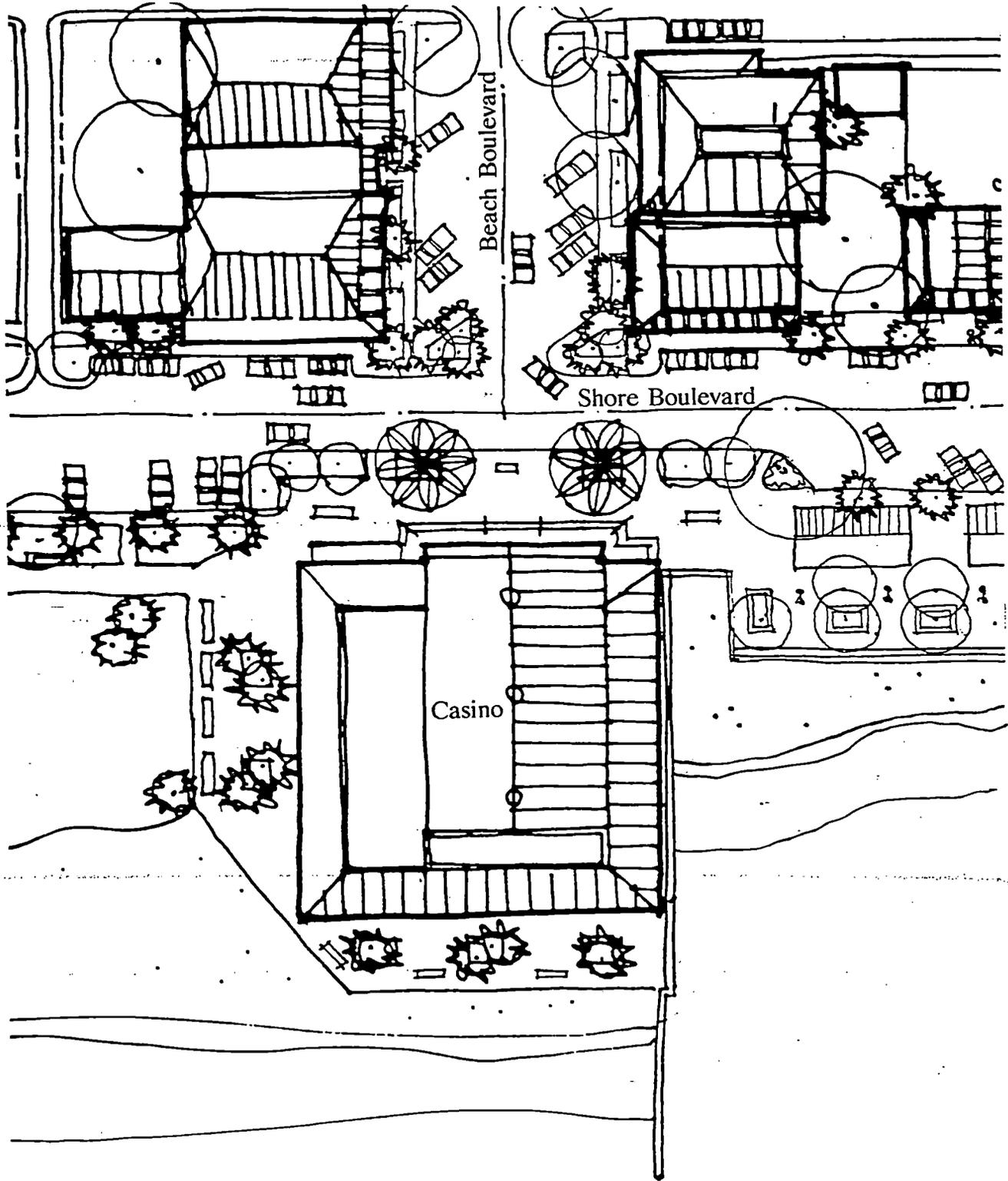
Ted Potyka  
Gulfport Community Redevelopment Agency  
2401 53rd Street South  
Gulfport, Florida 33737  
(813) 321-1158



circa 1934

*Gulfport Waterfront Area Redevelopment Plan*

**RESTORATION OF GULFPORT CASINO**







3. BEACHFRONT AMENITIES



circa 1925

- Expansion of the Fishing Pier
- Bait Shop
- Excursion Boat Dock/Mooring Facilities
- Public Restrooms
- Snackbar

Time Frame

Quick victory and Middle-range

Responsibility

Public and quasi-public

Private

Cost

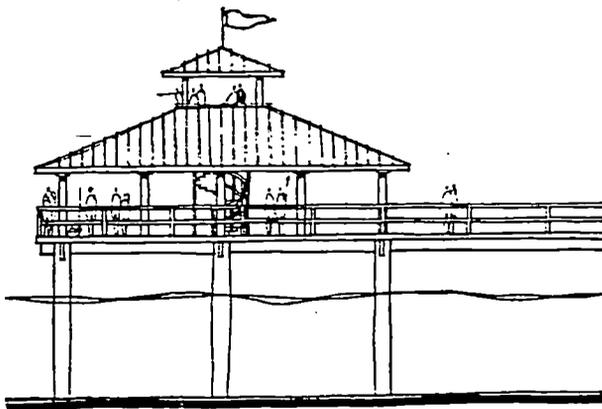
\$95,000-\$195,000

Redevelopment Project Purpose

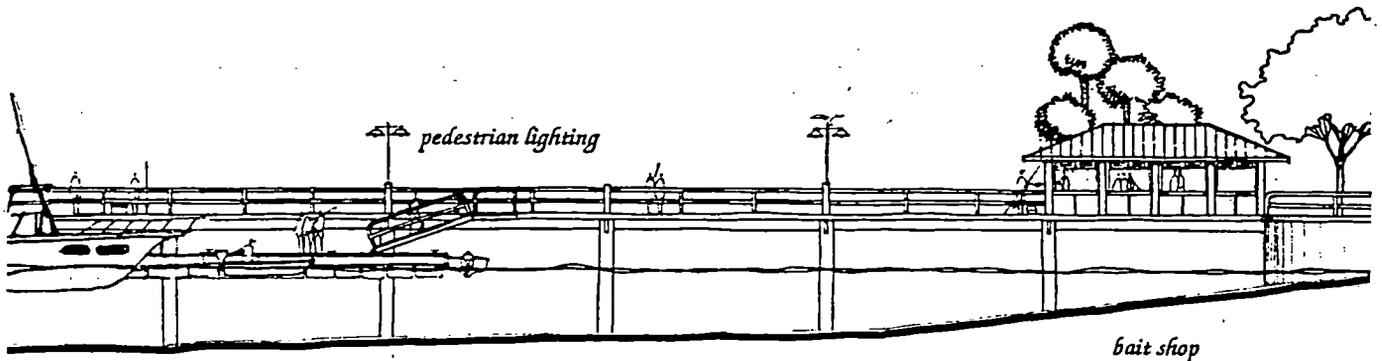
- Re-orient the community to the waterfront
- Increase level of activity
- Upgrade existing facilities
- Create opportunity for promotional activities
- Incorporate safety-oriented design features
- Provide a safe, attractive pedestrian-oriented environment
- Attract boaters/shoppers to waterfront area shops and restaurants

For More Information

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pier pavilion

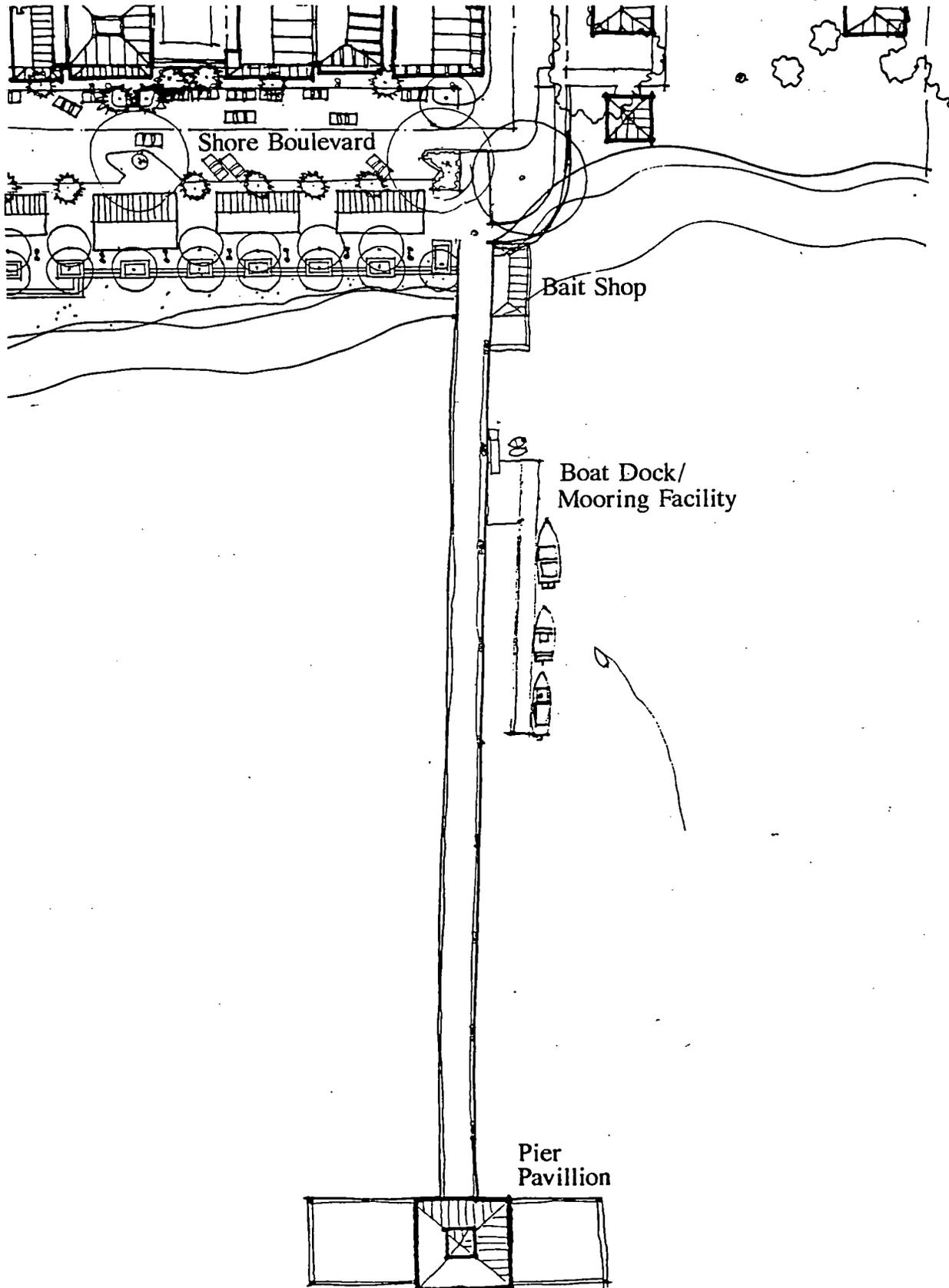


boat dock

bait shop

*Gulfport Waterfront Area Redevelopment Plan*

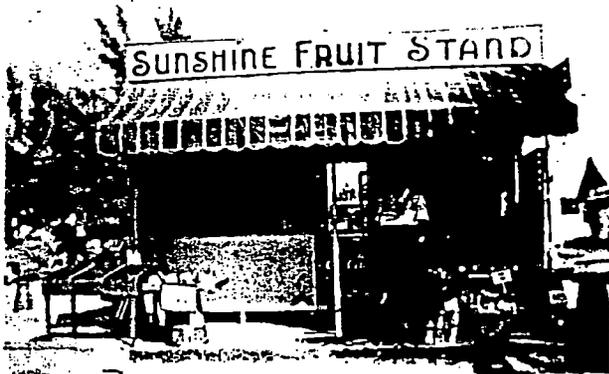
**BEACHFRONT AMENITIES**





**Gulfport Waterfront Area Redevelopment Plan**

**4. SHORE BOULEVARD IMPROVEMENTS**



*circa 1950*



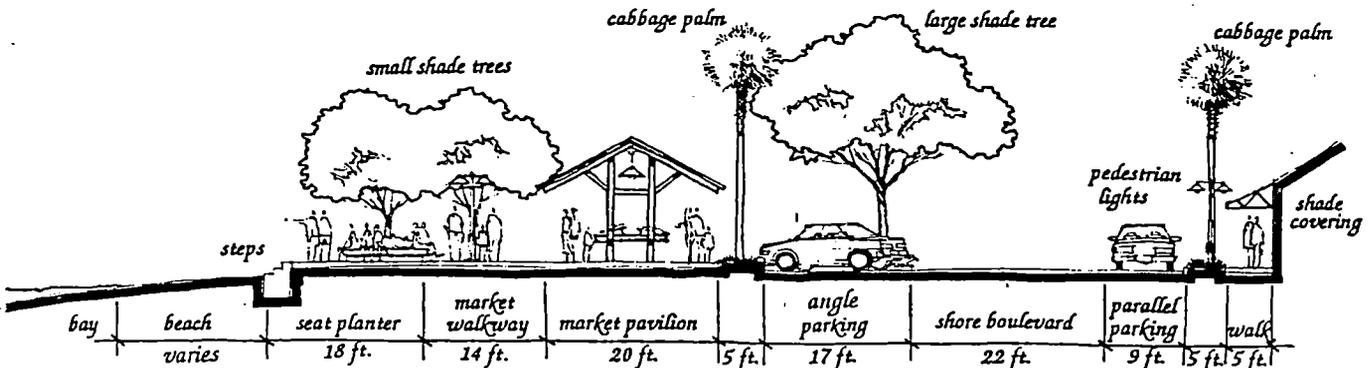
*circa 1925*

Open Air Market  
 Re-orientation of beachfront parking facilities and expanded park area  
 Picnic Shelters  
 Landscape Enhancement

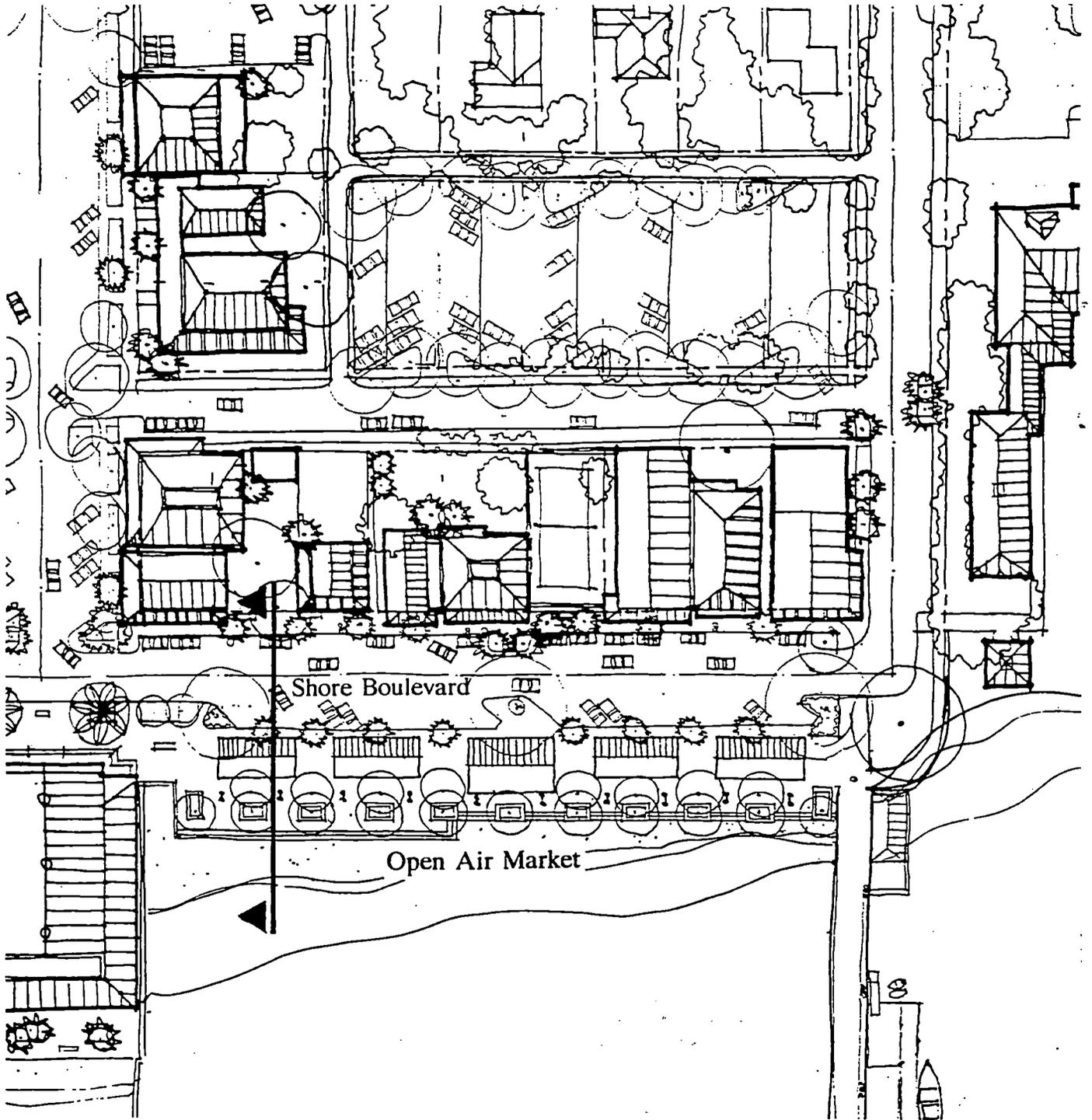
**Time Frame**  
 Middle-range  
**Responsibility**  
 Public  
**Cost**  
 \$420,000-\$750,000

**Redevelopment Project Purpose**  
 Provide a safe, attractive pedestrian-oriented environment  
 Increase level of activity  
 Upgrade existing facilities  
 Address access and parking issues to benefit businesses and recreational facility users  
 Create opportunity for promotional activities  
 Increase level of activity

**For More Information**  
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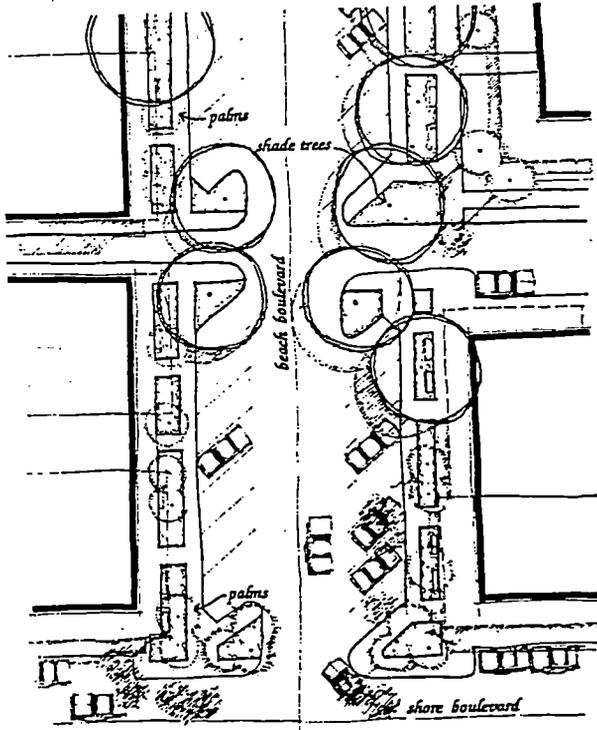


**SHORE BOULEVARD IMPROVEMENTS**





**5. BEACH BOULEVARD STREETScape**



Improvement using landscape elements, signs and lighting  
 Maximize number of parking spaces  
 Create Cohesive Identify

**Time Frame**

Long-range

**Responsibility**

Public

**Cost**

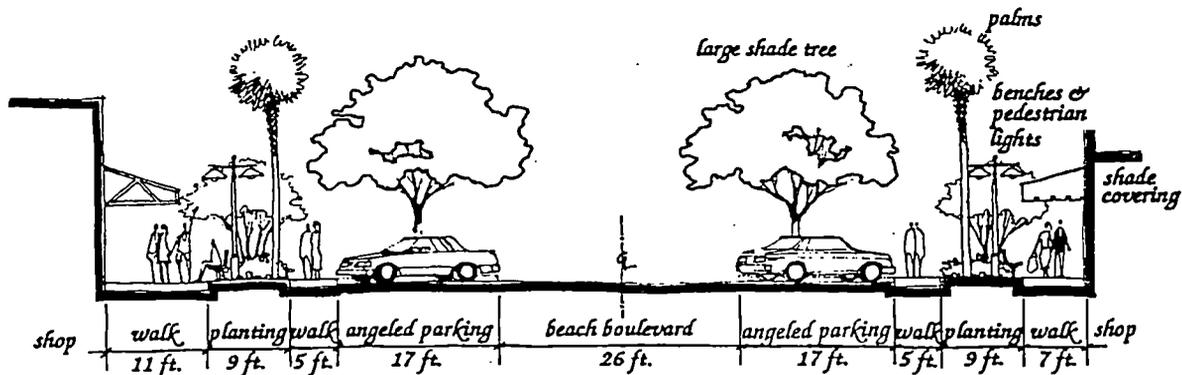
\$300,000-\$500,000

**Redevelopment Project Purpose**

- Create attractive, coherent and quality image
- Develop a circulation plan that addresses access and parking issues to benefit businesses and recreational facility users
- Develop appropriate directional and informational signage for the district
- Incorporate safety-oriented design features
- Provide a safe, attractive pedestrian-oriented environment
- Increase competitiveness of the business district
- Attract new businesses
- Attract shoppers

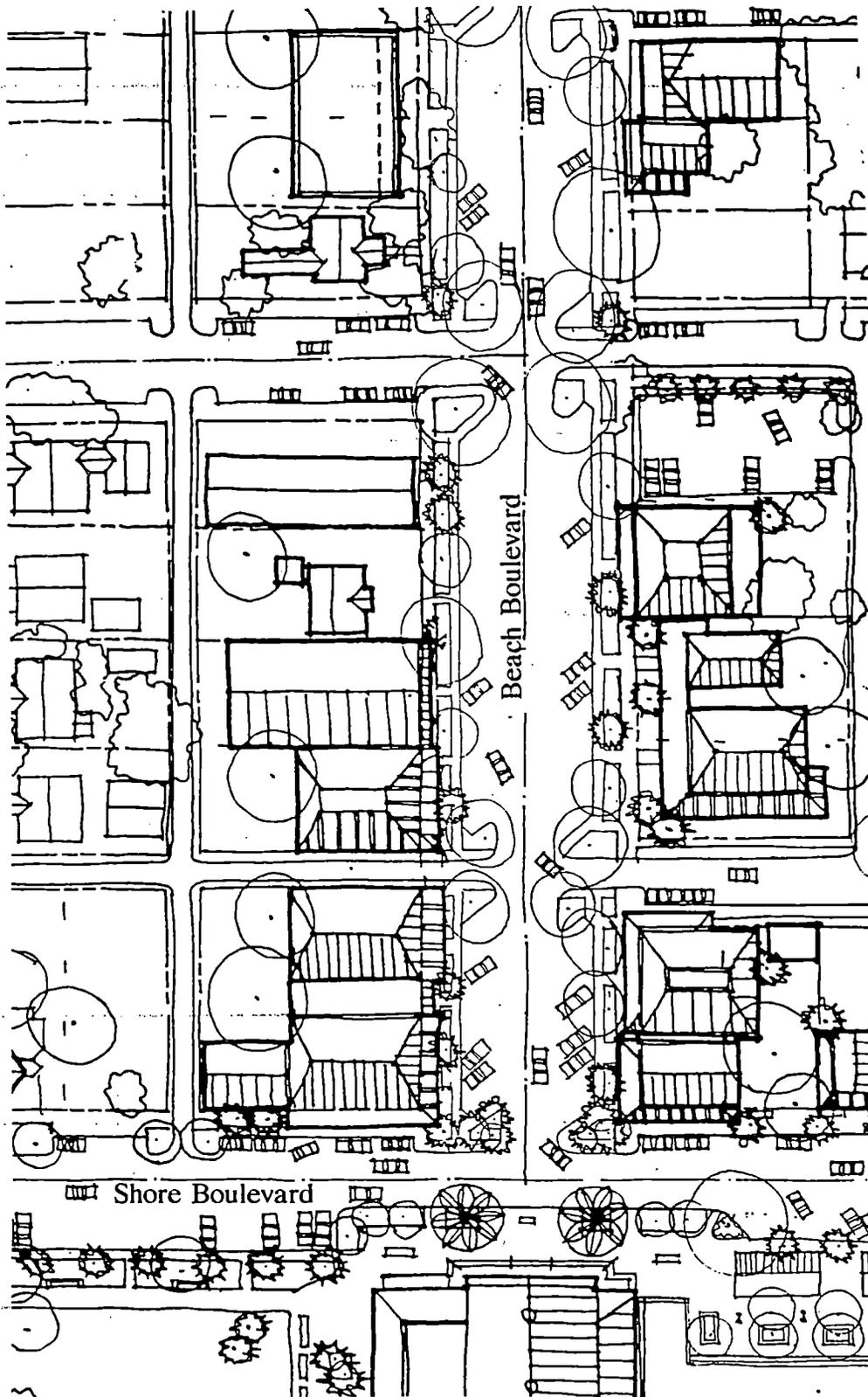
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*Gulfport Waterfront Area Redevelopment Plan*

**BEACH BOULEVARD STREETScape**





**6. AREA GATEWAYS & SIGNAGE**



Landscaped entranceway signage to the Waterfront Redevelopment District on Gulfport Boulevard

**Time Frame**

Quick victory

**Responsibility**

Public

**Cost**

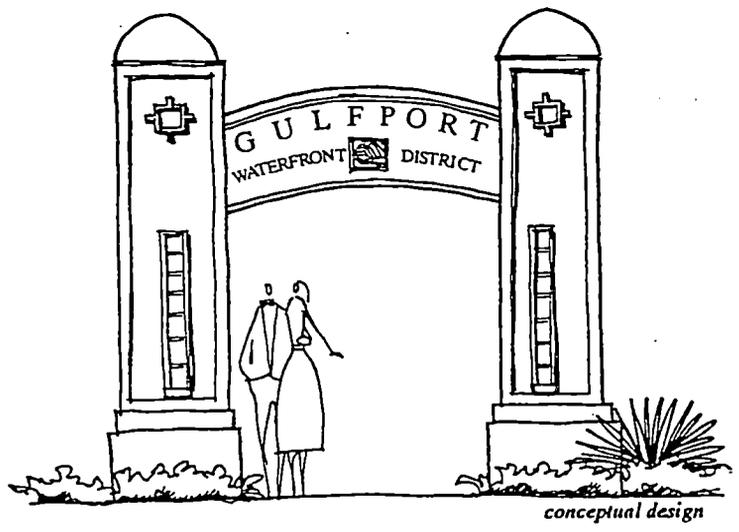
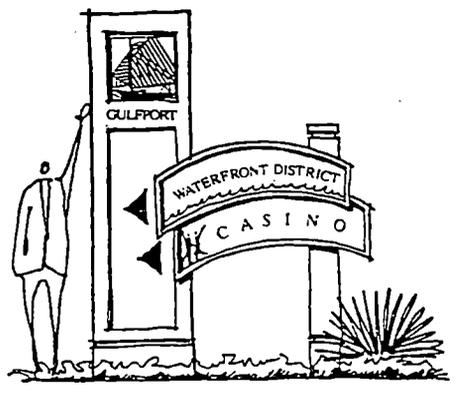
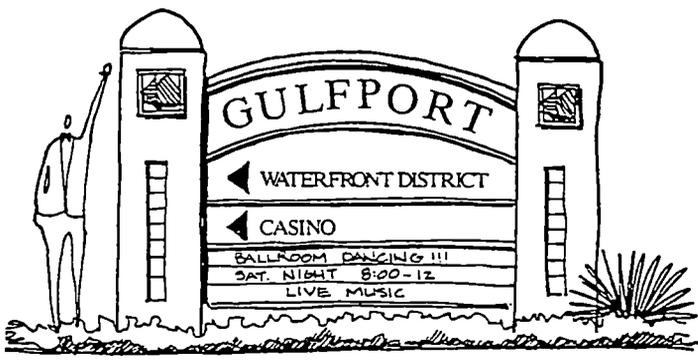
\$50,000

**Redevelopment Project Purpose**

- Direct additional traffic to the waterfront
- Re-orient the community to the waterfront
- Develop appropriate directional and informational signage for the district
- Market an attractive, quality image of the area
- Increase the competitiveness of the business district
- Increase level of activity
- Upgrade existing facilities

**For More Information**

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7. WATERSIDE AMPHITHEATER

Performance facility and amenities



**Time Frame**

Middle-range

**Responsibility**

Public and quasi-public

**Cost**

\$100,000

**Redevelopment Project Purpose**

Provide facility for cultural arts functions

Provide opportunity for promotional activities

Increase level of activity

Re-orient the community to the waterfront

Incorporate safety oriented design features

**For More Information**

Ted Potyka

Gulfport Community Redevelopment Agency

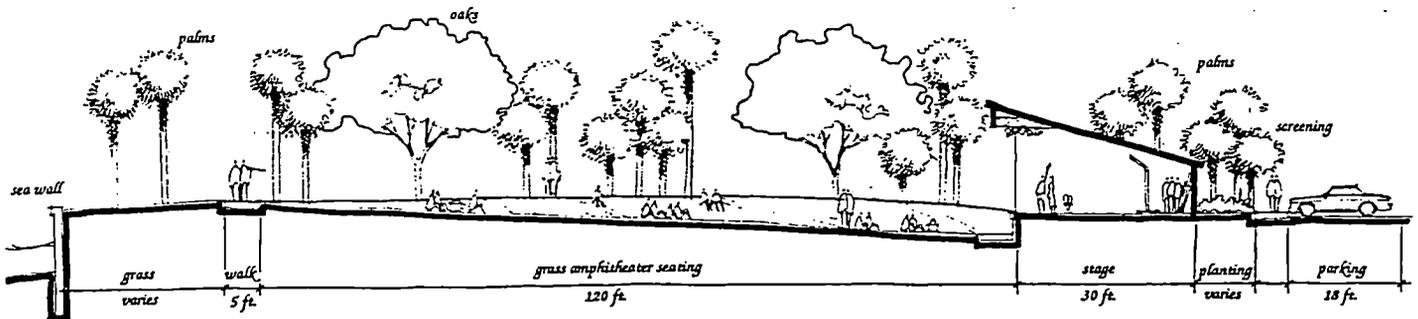
2401 53rd Street South

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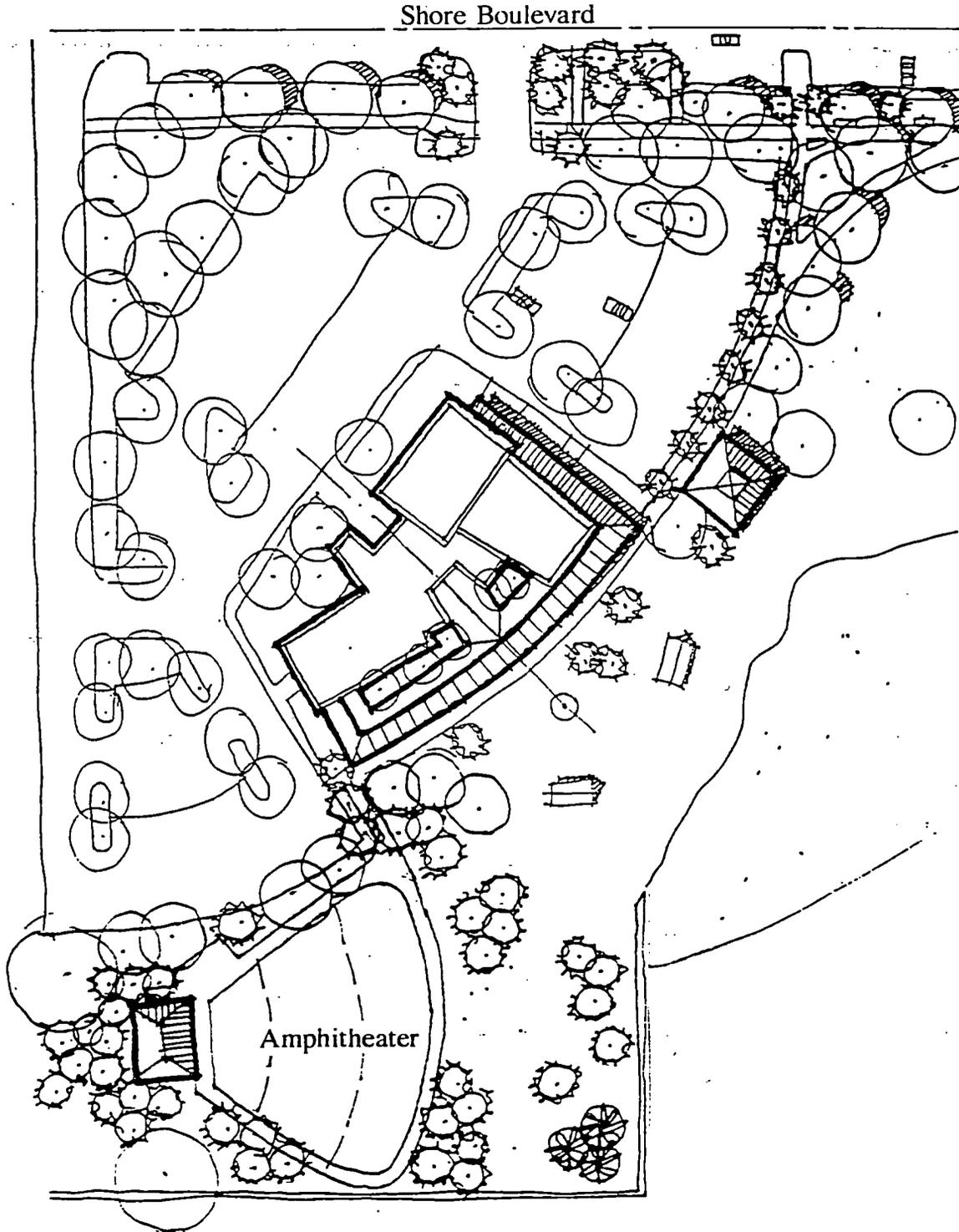


Gulfport Waterfront Amphitheater



*Gulfport Waterfront Area Redevelopment Plan*

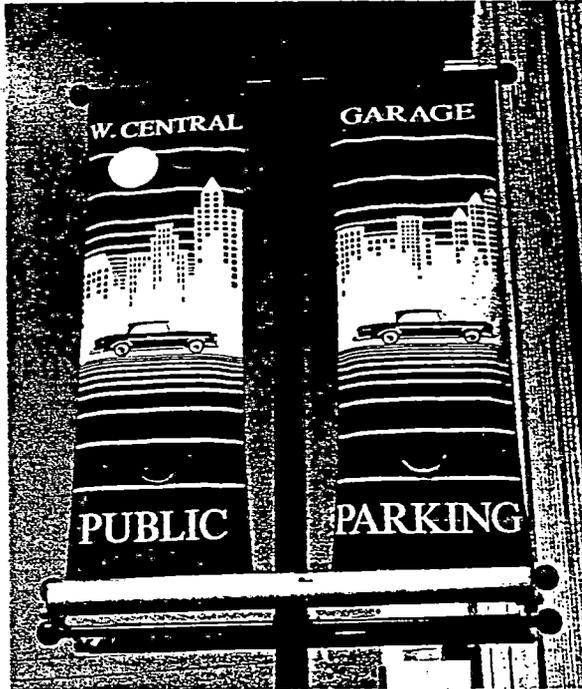
**WATERSIDE AMPHITHEATER**





**8. PARKING**

Creation of additional Parking facilities as part of overall plan  
 Parking management and enforcement



**Time Frame**  
 Quick victory and Middle-range  
**Responsibility**  
 Public and quasi-public  
**Cost**  
 \$270,000-\$520,000

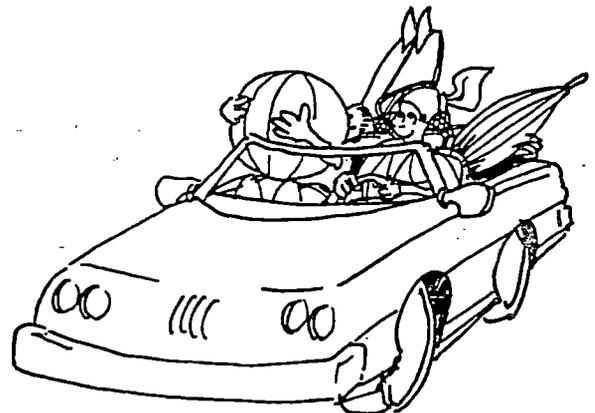
**Redevelopment Project Purpose**  
 Develop a circulation plan that addresses access and parking issues to benefit businesses and recreational facility users  
 Enhance and protect the character of residential neighborhoods  
 Improve competitiveness of the business district  
 Redevelop underutilized or vacant property  
 Incorporate safety-oriented design features  
 Increase parking supply

GULFPORT WATERFRONT AREA  
 PARKING SURVEY  
 October 22, 1991

Location	Existing	Proposed
Between Casino and Pier	39	40
Between Beach Blvd. and 57th	66	146
Between 57th and 58th	17	
Community Center Lot	58	159
Beach Parking Lot	124	
<b>TOTAL</b>	<b>304</b>	<b>345</b>

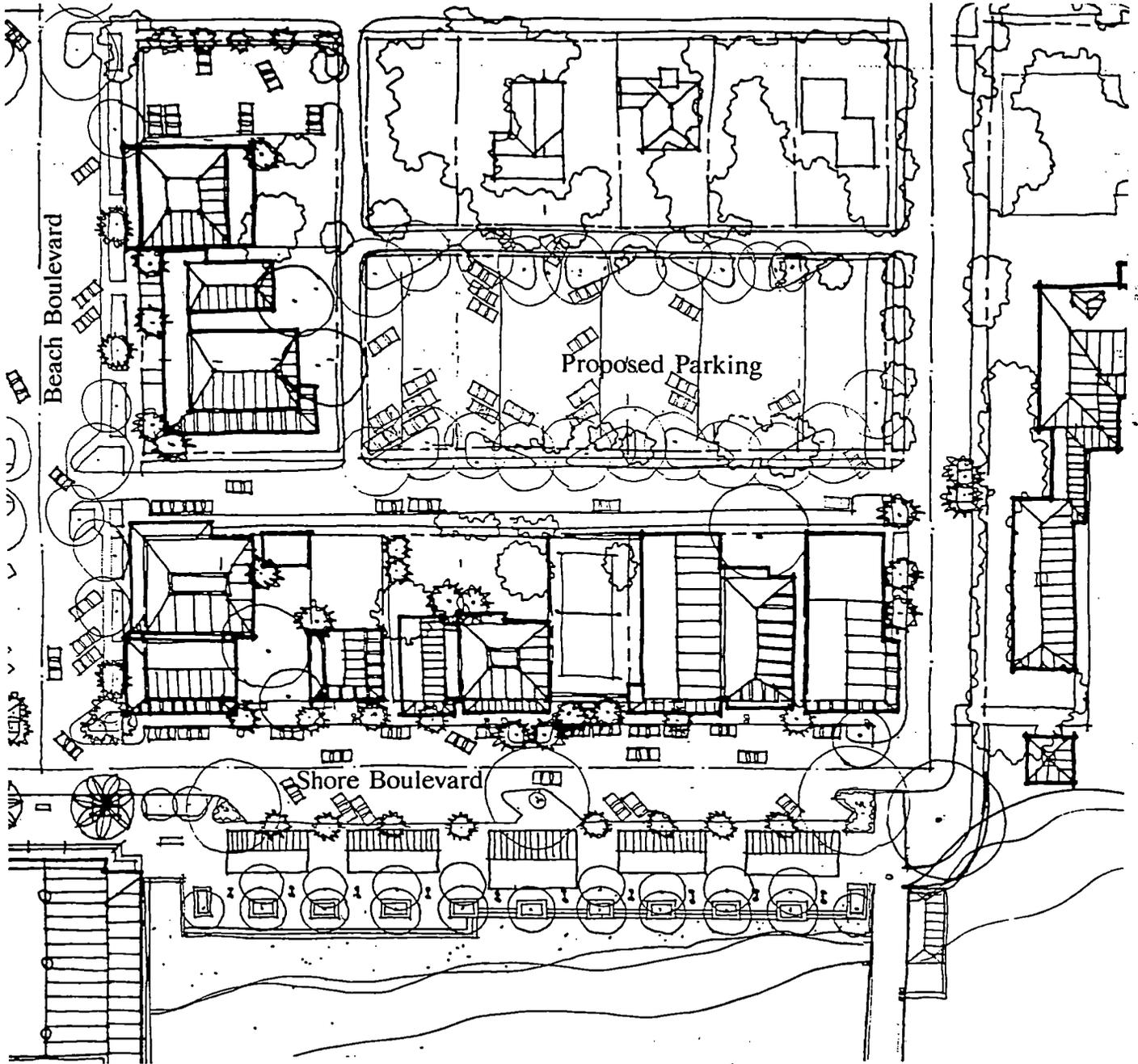
Location	Existing	Proposed
Future Inn Site Temporary Parking		130
Future Lot		80

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 Gulfport Community Redevelopment Agency  
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 Gulfport, Florida 33737  
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*Gulfport Waterfront Area Redevelopment Plan*

**PARKING**





### 9. CULTURAL ARTS FACILITY

Center for the Arts to accommodate performances, educational functions, gallery and studio spaces and storage

**Time Frame**

Long-range

**Responsibility**

Quasi-public and public

Private

**Cost**

\$75,000-\$150,000

**Redevelopment Project Purpose**

Develop area to fullest potential as cultural, recreational, entertainment and shopping center  
Provide facility for cultural arts functions  
Increase level of activity

**For More Information**

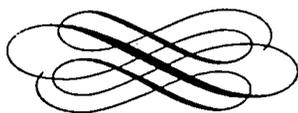
Ted Potyka

Gulfport Redevelopment Agency

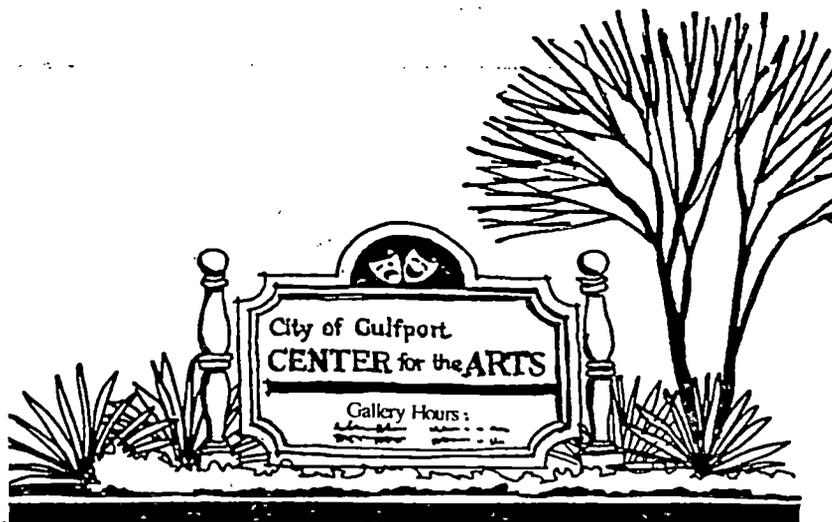
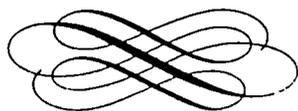
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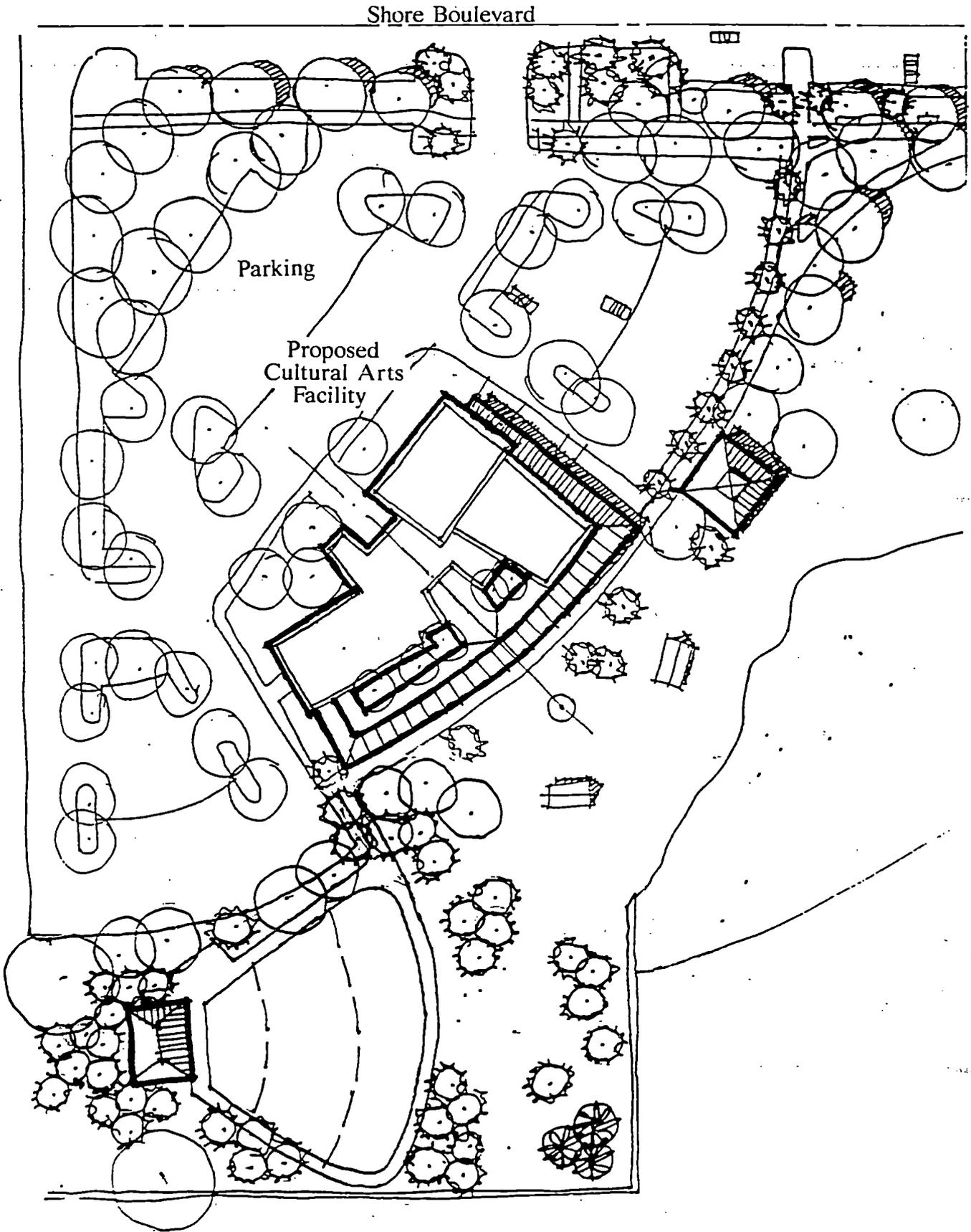
(813) 321-1158



ROMEO and IVLIET.



**CULTURAL ARTS FACILITY**





**10. DEVELOPMENT OF VACANT WATERFRONT PROPERTY**

Potential site for inn and/or restaurant

**Time Frame**

Middle-range

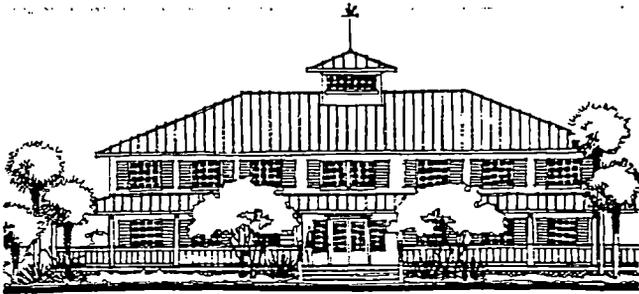
**Responsibility**

Private

Public and quasi-public

**Cost**

Undetermined



**Redevelopment Project Purpose**

Increase competitiveness of the business district

Redevelop under-utilized or vacant property

Increase activity level

Enhance and protect the character of residential neighborhoods

Provide design guidelines for improvement of private property



*Historic Boca Ciega Inn  
circa 1930*

**For More Information**

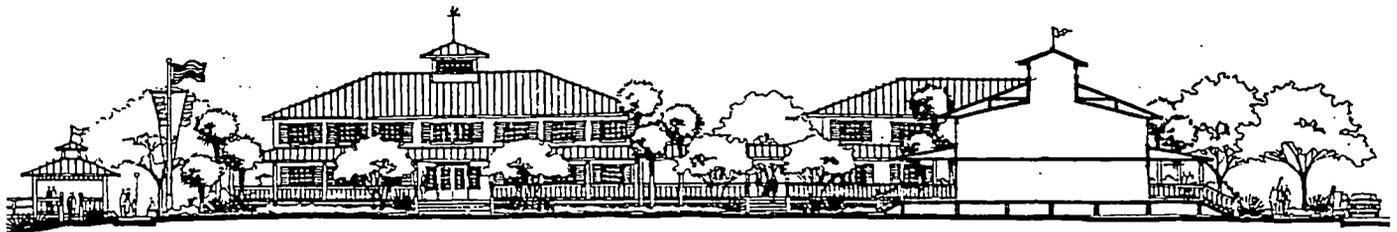
Ted Potyka

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Gulfport, Florida 33737

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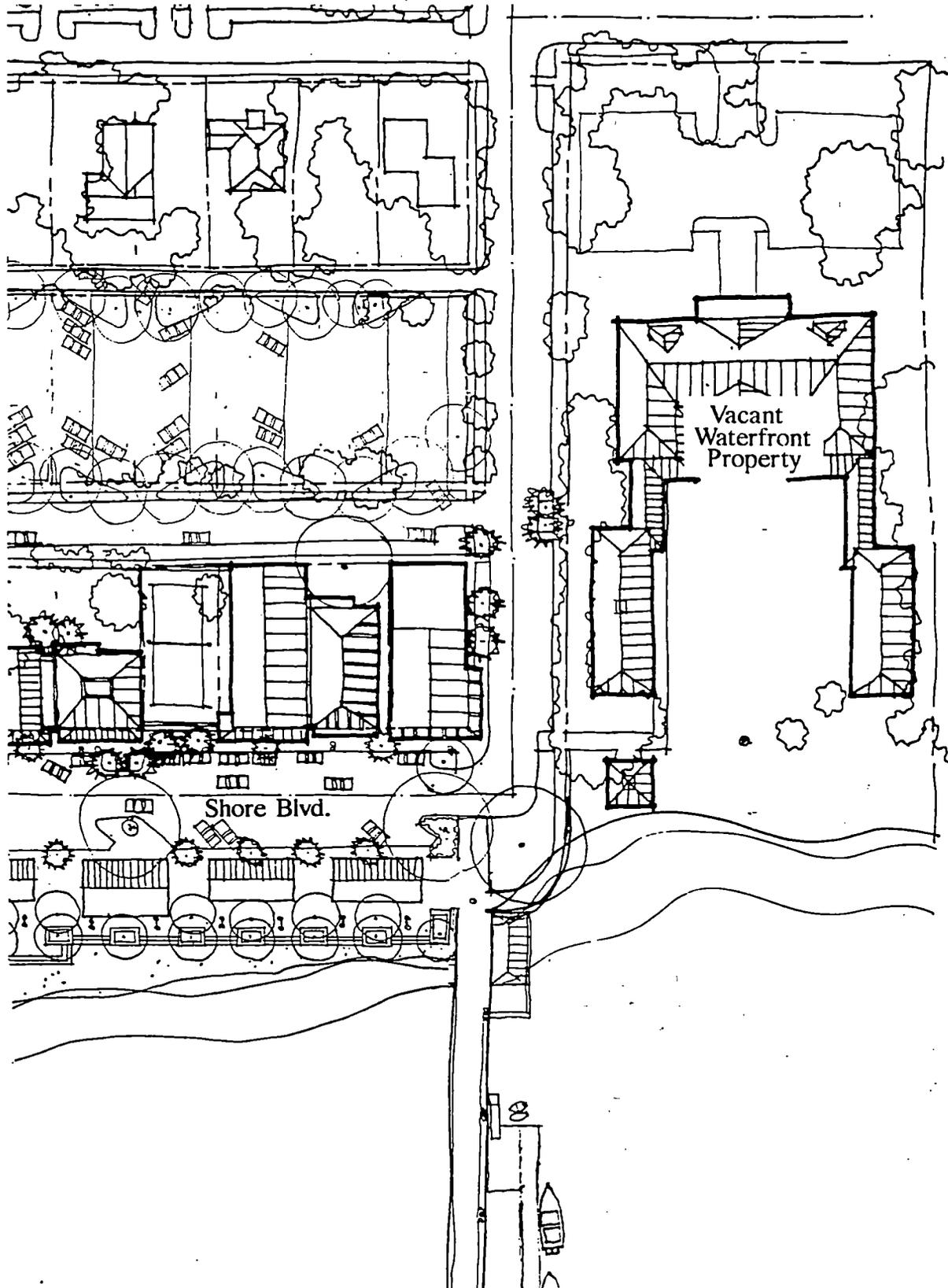
*court yard*

*entry*

*Bayside Inn and Restaurant*

*Gulport Waterfront Area Redevelopment Plan*

**DEVELOPMENT OF VACANT WATERFRONT PROPERTY**





**11. PROMOTIONS PROGRAM**

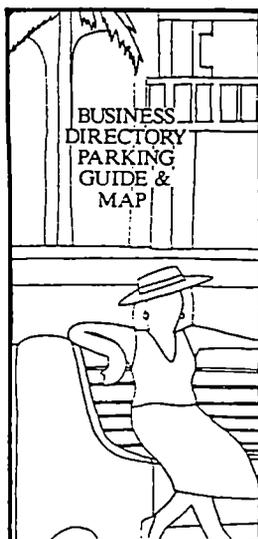
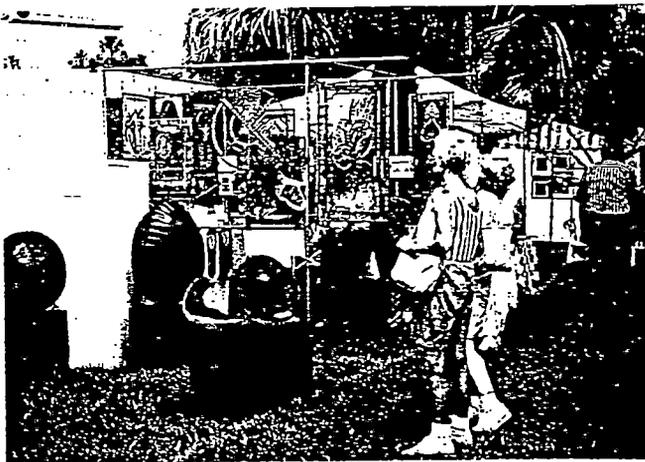


- Special events (art shows, concerts, festivals, fishing tournament)
- District identification campaign (logo, newsletter)
- Promotion of special facilities (marketplace, amphitheater)
- Joint advertising
- Merchandising technical assistance

**Time Frame**  
Quick victory  
**Responsibility**  
Quasi-public  
Private  
**Cost**  
Undetermined

**Redevelopment Project Purpose**  
Re-orient the community to the waterfront  
Create support for redevelopment programs  
Attract customers and investors  
Rekindle community pride  
Increase the competitiveness of the business district  
Increase level of activity  
Market an attractive, quality image of the area  
improve the tax base and economic vitality of the area

**For More Information**  
Ted Potyka  
Gulfport Community Redevelopment Agency  
2401 53rd Street South  
Gulfport, Florida 33737  
(813) 321-1158





## 12. THE MAIN STREET APPROACH

### Start Up--The Main Street Concept

The National Main Street Program has achieved tremendous success in Florida and 40 other states by assisting communities to develop and implement an approach to redevelopment that is appropriately scaled for small-city downtowns and neighborhoods. The comprehensive approach builds incrementally on existing resources, and fosters strong local leadership and long-term community support. The strategy includes four major components:

#### Organization

The approach develops leadership and improves the organization of the area by bringing together a variety of interest groups, including merchants, property owners, bankers, civic groups, the chamber of commerce and local government.

#### Promotion

Creates a positive image to attract customers and investors and rekindle community pride. Development of well-planned sales events and festivals, and the creation of a consistent image through graphics and media are goals of the promotion effort.

### Design

Each community has a unique character that can be enhanced by preserving distinctive buildings and landmarks, and by encouraging architectural, and graphic design that complements these existing features. Design also addresses the quality of displays in the storefront windows, and merchandising techniques, signs, public improvements, landscaping, etc. Keeping up appearances is key to a positive image.

### Economic Restructuring

Builds the economic base of the area with strategic additions to existing strengths to improve the competitiveness of the business district. Activities include recruitment of new stores to create a balanced mix, and redevelopment of vacant or under-utilized space into complimentary uses such as housing, offices, hotels, entertainment and cultural facilities.





*Gulfport Waterfront Area Redevelopment Plan*

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**APPENDIX**



*Gulfport Waterfront Area Redevelopment Plan*

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**APPENDIX A**

**Economic Study**



## *Gulfport Waterfront Area Redevelopment Plan*

### **Economic Study**

#### **General Approach**

The Gulfport Waterfront Area represents the greatest opportunity to energize the community. Exposure to the community's newly upgraded beach and recreational area could draw more people to Gulfport's traditional business district and encourage small restaurants and retail establishments to open. Ultimately, the City hopes to facilitate development of a small inn (50 rooms) directly on the bay, perhaps complemented by an open air restaurant. A yearly calendar which included community sponsored or endorsed festivals, music, bingo, dance contests, or similar activities is one basis for bringing potential guests to a small, waterfront inn.

To develop a typical community calendar, the sponsors or promoters of arts and crafts shows, seafood festivals, fishing tournaments, and music festivals in Mount Dora, Winter Park, Tarpon Springs, Port Canaveral and Cedar Key were interviewed. Public agencies or private groups experienced in operating selected activities and facilities including charter fishing, pier concessions, farmer's markets, and recreational centers were also contacted. The interviews indicated a range of net revenues generated, depending upon the type program or use and the number of years in operation.

The information shown in Tables 1 through 4 is representative. As for the information related to events, fewer or greater numbers of events of similar orientation could significantly affect potential attendance and revenue. Regarding real estate uses, such information is also intended only as a guide subject to actual cost analysis and market evaluations.

#### **Real Estate Uses**

The most important real estate uses are the potential inn, adjacent restaurant, and the rehabilitated casino building, perceived as a focal point for urban civic activities, bingo, dancing, and other public group activities. Secondary real estate uses are associated with concessionaires offering food, bait or beach supplies. These would be concentrated along the pier.

The inn is envisioned as a moderately priced, period design. It would function almost as a bed and breakfast. An average room rate of approximately \$80 per night was applied for purposes of projecting gross sales. A conventional land lease might apply a percentage to gross sales. Depending on the City's commitment to the project, capital improvements might be treated as a partial offset to lease payments.





## *Gulfport Waterfront Area Redevelopment Plan*

The restaurant would operate independently or in conjunction with the hotel but it is likely to be developed first. For purposes of estimating revenue in a 4,000 to 5,000 square foot restaurant (approximately 150-160 seats), secondary data from the National Restaurant Association was used. As in the case of the hotel, capital costs may offset some or all ground lease payments.

Small concessions operate on a flat rental rate. These would function like those businesses along Clearwater Beach, Hallandale Beach, and a number of public piers.

The old casino is assumed to be completely renovated at an estimated rehabilitation cost of \$100,000 to \$500,000. With emphasis on bingo, dancing, and rentals for other activities, the building will function similar to a small civic center. At least 75-100 events might be accommodated in the facility which is the experience of similar structures in Bradenton and Winter Park. In most cases, the facilities do not directly sponsor these events but instead charge a rental fee for use of the space.





## *Gulfport Waterfront Area Redevelopment Plan*

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### **Events and Activities**

A full complement of events and activities which could be suited to Beach Boulevard and Shore Boulevard along the planned waterfront park was explored. Some of these can provide important sums of revenue, but many are break even activities which are intended to increase visitation and exposure for the host community.

Depending on the community's interests and resources, many of these could occur several times a year. Art festivals, for example, might occur in the Spring as well as the Fall, although one show is typically larger and better attended. For this analysis we considered the following kinds of events and activities:

- Antique Car Show
- Art Festival
- Christmas Crafts
- Seafood Festival
- Fishing Tournament
- July 4th Party
- Annual Block Party
- Symphony Under the Stars

Additional possibilities include specialized book sales, jazz festivals, ethnic food events, or other highly specialized or themed activities. The waterfront environment as planned could be highly supportive of these and other activities.

Many of these events can make money but others should be viewed as break even situations. An event's profitability is tied to its sponsorship, promotion, attendance, and scale. The most successful are mature and have achieved a long operating history. Attendance, the principal determinant of potential profitability, shows increasing growth in these instances.

Generally speaking, these events are sanctioned by their respective communities, but are sponsored by private groups, typically non-profit service, cultural, civic, or social organizations. Profits, where they occur, accrue to the benefit of the sponsoring organization, not the city itself. The host community receives small fees to compensate for the costs of services which might be provided (police, clean-up, etc.) and benefits indirectly by generating more visitation and activity.

As for the sponsors, the funds are often redirected at additional promotional activities for the downtown, such as in Tarpon Springs and Mount Dora. Thus, there is a residual affect which begins on the day of the event and continues through subsequent advertising, other special promotions, and maybe the sponsorship of smaller events.

In all cases, the most successful events have widespread community support and a dedicated group of volunteers. A close working relationship with the city is necessary if such events are to complement other, capital programs sponsored or paid for the city.



## ***Gulfport Waterfront Area Redevelopment Plan***

### **Other Programs or Uses**

A weekly open air market and moorage for commercial charters were also considered as were fees or permits for beach pavilions under certain circumstances.

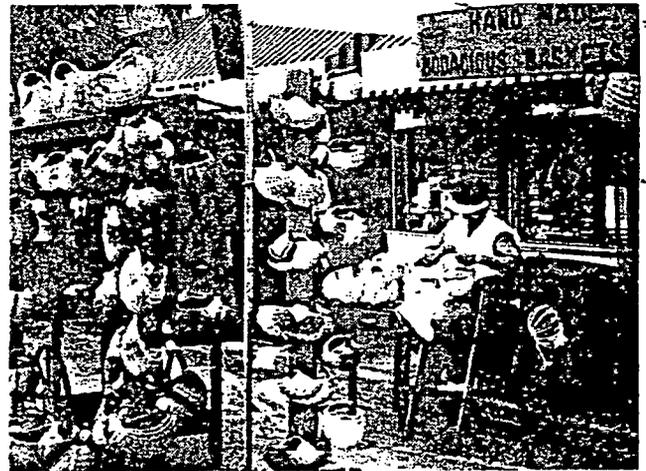
The concept of an open air market is particularly appealing because it draws local support from week to week. Such a market is not likely to be a profitable venture for several years, but in most cases, a well managed market can expect to break even. Orlando and Winter Park offer two contrasting examples. Winter Park has an established market which now has a net operating income of approximately \$20,000 to \$25,000, whereas Orlando, market, now in its second year of operation, expects only to cover all expenses from booth rentals.

Given the calendar of events already outlined and the generally limited physical area available, it is assumed that on festival weekends, there will be no scheduled market.

From a planning standpoint, the facilities should be considered well in advance so water and electrical service could be made a part of the potential market infrastructure.

Charter and tour boats have proven very successful in St. Petersburg, Clearwater, and John's Pass. At the publicly owned marina in Clearwater there is a long waiting list for commercial moorings. Obviously, Clearwater provides a prime location, but smaller vessels for charter fishing do not appear to be an unreasonable expectation, although probably at a discount to the rates experienced elsewhere. It was assumed that two commercial slips could become available at the pier. Like the market, water and electrical services are necessary.

Permits and licenses for park pavilions were discussed as a means of offsetting park maintenance costs. Such fees are probably a minimal source of revenue and should not be considered until the area has become firmly established as an activity center.





**Gulfport Waterfront Area Redevelopment Plan**

**Table 1  
Illustrative Net Revenue To Be Realized From Selected Special Events (\$1991)**

<u>Event</u>	<u>Season</u>	<u>Typical Sponsor</u>	<u>Typical Net Revenue</u>
Art Festival	Jan-Feb	Cultural Group	\$10,000-\$50,000
Christmas Crafts	Early Fall	Civic Group	\$10,000-\$50,000
Seafood Festival	Early Spring	Civic Group	\$15,000-\$25,000
Fishing Tournament	Subject to Permitting	Chamber	\$5,000-\$10,000
July 4th Party	July	City	Break Even
Annual Block Party	May	City	Break Even
Symphony Under Stars	Early Spring	Symphony	\$15,000-\$25,000
Antique Car Show	November	City/Car Club	Break Even
Nostalgia Day	April	Historical Society	Break Even
Volleyball Tournament	Ongoing	Private/City	Unknown

Source: Real Estate Research Consultants, Inc.; interviews with selected groups

**Table 2  
Illustrative Pro-Forma Analysis and Statement of Income and Expenses for a Small Inn (\$1991)**

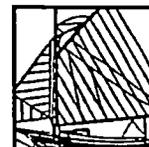
	<u>Total Cost</u>
48-50 Rooms at \$56,000-\$60,000	\$2,700,000
Debt Service at 10.00% to 15 years, 80% LTV	\$283,000
	<u>Typical Year</u>
Assumed Occupancy	88-92%
Average Rate	\$90
Room Revenue	\$1,231,000
Other Revenue	\$100,000
<b>Total</b>	<b>\$1,331,000</b>
Expenses	\$945,000
Debt Source	\$283,000
<b>Total</b>	<b>\$1,128,000</b>
Cash Flow	\$103,000
Land Lease (3% of sales)	\$36,936

Source: Real Estate Research Consultant, Inc., Lodging Industry Trend



**Table 3  
Illustrative Pro-Forma Analysis and Statement of Income and Expenses for a Restaurant (\$1991)**

	<u>Total Cost</u>
153 seats in 4,600 square feet @ \$80/ft	\$368,000
Debt service @ 10.0% 15 years 80% LTV	\$38,600
	<u>Typical Year</u>
Food Sales	\$685,318
Beverage Sales	\$172,507
<b>Total</b>	<b>\$857,825</b>
Expenses	\$772,043
Debt Service	\$38,600
<b>Total</b>	<b>\$802,043</b>
Cash Flow	\$47,182
Land Lease (3% of sales)	\$25,734
Source: Real Estate Research Consultants, Inc. National Restaurant Association	



**Table 4**  
**Summary of Potential Revenue Associated With Development Activities in Study Area (\$1991)**

	<u>Source</u>	<u>Basis</u>	<u>Potential Revenue</u>
<b>Real Estate Activities</b>			
48-50 room Inn	Ground Lease	3% of gross sales	\$30,000-\$50,000
Restaurant (150-160 seats)	Ground Lease	3% of gross sales	\$20,000-\$30,000
Concession Stands (3)	Space Rental	Base Monthly \$200/stand	\$7,000-\$10,000
Casino	Rental	Charge to User, varies	\$10,000-\$20,000
<b>Special Events or Promotions</b>			
Various			No revenues expected to accrue to City
<b>Other Programs or Activities</b>			
Charter Berths (2)	Slip Rental	Base monthly, \$200-\$250/slip	\$4,000-\$6,000
Farmer's Market	Space Rental	Base weekly, \$10-\$15/booth	\$7,000-\$10,000
Pavilion Fees	User Fees	\$40-\$50/permit on holidays	Nominal
<b>Total Annual Revenue</b>			<b>\$78,000-\$126,000</b>
Source: Real Estate Research Consultants, Inc.			

*Gulfport Waterfront Area Redevelopment Plan*



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**APPENDIX B**

Resolution 92-55 establishing CRA

Ordinance 93- establishing TIF



*Gulfport Waterfront Area Redevelopment Plan*

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**APPENDIX C**

**Finding of Necessity**

**APPENDIX C**

**FINDING OF NECESSITY**

Prepared By: City of Gulfport, Community Development Department, February 1992

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## **EXECUTIVE SUMMARY**

The City has recognized the need to redevelop strategic areas within its boundaries to maintain a viable tax base in order to maintain acceptable levels of service for its residents. This need was identified in the 1987 Economic Report prepared by the City's Planning Department and manifested in Policy 5.4 of the Economic Development Element of the Comprehensive Plan, Adopted 1989.

This Report defines the boundaries of the proposed waterfront redevelopment district and provides a description of existing conditions which justify the need for redevelopment. The proposed district has a predominance of deteriorated streets and sidewalks, faulty lot layouts, unsanitary and unsafe conditions, deteriorated sites, inadequate parking facilities, and substantial diversity of property ownership. These existing conditions have created a social and economic environment that has essentially served to discourage private investment, stifled sound growth, affected the provision of acceptable housing accommodations, and contributed to traffic and parking problems. Improvement of each of these areas through redevelopment efforts will result in a more desirable area to work, shop, live and recreate and thereby enhance the marketability of the proposed area. Redevelopment of the proposed waterfront district will result in a unique, aesthetically pleasing and functionally diverse area which will serve to stabilize the City's overall tax base.

### **I. INTRODUCTION**

The City of Gulfport is located in the southwest corner of peninsular Pinellas County with the City of St. Petersburg bordering to the north and east, an unincorporated area of Pinellas County to the west, and Boca Ciega Bay to the south. As a result of these man-made and natural boundaries, the City's potential for growth is severely restricted, thereby limiting any meaningful expansion of the City's tax base necessary to maintain existing levels of services. Economic growth in Gulfport, therefore, depends entirely upon maxi-

mizing effective use of existing land use patterns and associated natural features. Recognizing that redevelopment of critical areas within the City is imperative to maintaining a healthy tax base, the City intends to use all available tools, including, but not limited to establishing a Community Redevelopment District pursuant to Chapter 163, F.S., to promote and stimulate such redevelopment in said areas.

The above stated conclusion that redevelopment of strategic areas within the City is imperative for preserving the City's economic stability is generally based on information contained in the "City of Gulfport Economic Report", which was prepared by the City's Planning Department in 1987. This report included a structural quality survey which established that the majority of structures are primarily residential and are more than 30 years old. This is reflected in the general characteristics of the housing stock in Gulfport. Due to the more modest needs of the many elderly residents of the City, these homes are smaller than the norm, constructed of wood and provide fewer conveniences than other homes in the surrounding communities. The structural quality survey revealed that 30.4 percent of all structures were in a deteriorating state with another 2.1 percent considered to be dilapidated.

The impact of an aging and deteriorating housing stock on the City's tax base is self-evident. To meet this challenge, the City included an optional "Economic Development and Area Redevelopment Element" in its Comprehensive Plan which was adopted in December 1989. Policy 5.4 of this element states, in part, that the City shall explore the feasibility of creating community redevelopment districts pursuant to Chapter 163, Part III, F.S., and the City shall designate redevelopment study districts including the Beachfront (area bordered by Shore Blvd. So., 56th St. So., 28th Ave. So., 54th St. So. to 31st Ave. So. and 53rd St. So.).

The purpose of this document is to meet requirements outlined in Chapter 163, Part III, F.S., for establishing a redevelopment district within the area defined in subsequent sections of this report.

## II. CHAPTER 163, F.S, REQUIREMENTS

Chapter 163, Part III, F.S, "Community Development", requires that any area designated for redevelopment must meet the guidelines set forth in Section 163.335, "Findings and Declarations of Necessity". Specifically, it must be found and declared under 163.335 (1-5) that:

- conditions constitute a serious and growing menace injurious to the public health, safety, morals, and welfare;
- economic burdens decrease tax base and reduce tax revenues which substantially impairs or arrests sound growth;
- traffic facilities require improvements due to problems and hazards that exist;
- rehabilitation of areas through appropriate public actions is necessary;
- preservation or enhancement of the tax base is essential to its existence and financial health;
- community redevelopment, when complete, will enhance the tax base and provide increased tax revenues; and
- the existence of housing conditions affect the health, safety and welfare of the residents which in turn retards growth, economic, and social development, and elimination or improvement of such condition is a valid and desirable public purpose for a matter of concern and policy.

The following sections of this report will show that the area designated for redevelopment meets the tenets of the above listed requirements.

## III. PROFILE OF PROPOSED AREA

The waterfront area designated for redevelopment was created as a result of findings in the Economic Report and which are manifested in Policy 5.4 of the "Economic Development and Area Redevelopment Element" of the Comprehensive Plan. Exhibit A illustrates the location of this proposed district in a regional setting whereas Exhibit B provides a more detailed depiction of the proposed area within the City.

## A. Area and Boundary of District

The proposed district encompasses approximately 82 acres and is defined by the following boundaries:

Beginning at Boca Ciega Bay and 58th Street, north to 31st Avenue, then east to 56th Street, then north to 28th Avenue and north to Gulfport Boulevard along the alley west of Beach Boulevard (includes two parcels north of Gulfport Boulevard), then east to the alley east of Beach Boulevard, then south to 28th Avenue, then east to 54th Street, then south to 31st Avenue, then east to 53rd Street, then south to Boca Ciega Bay.

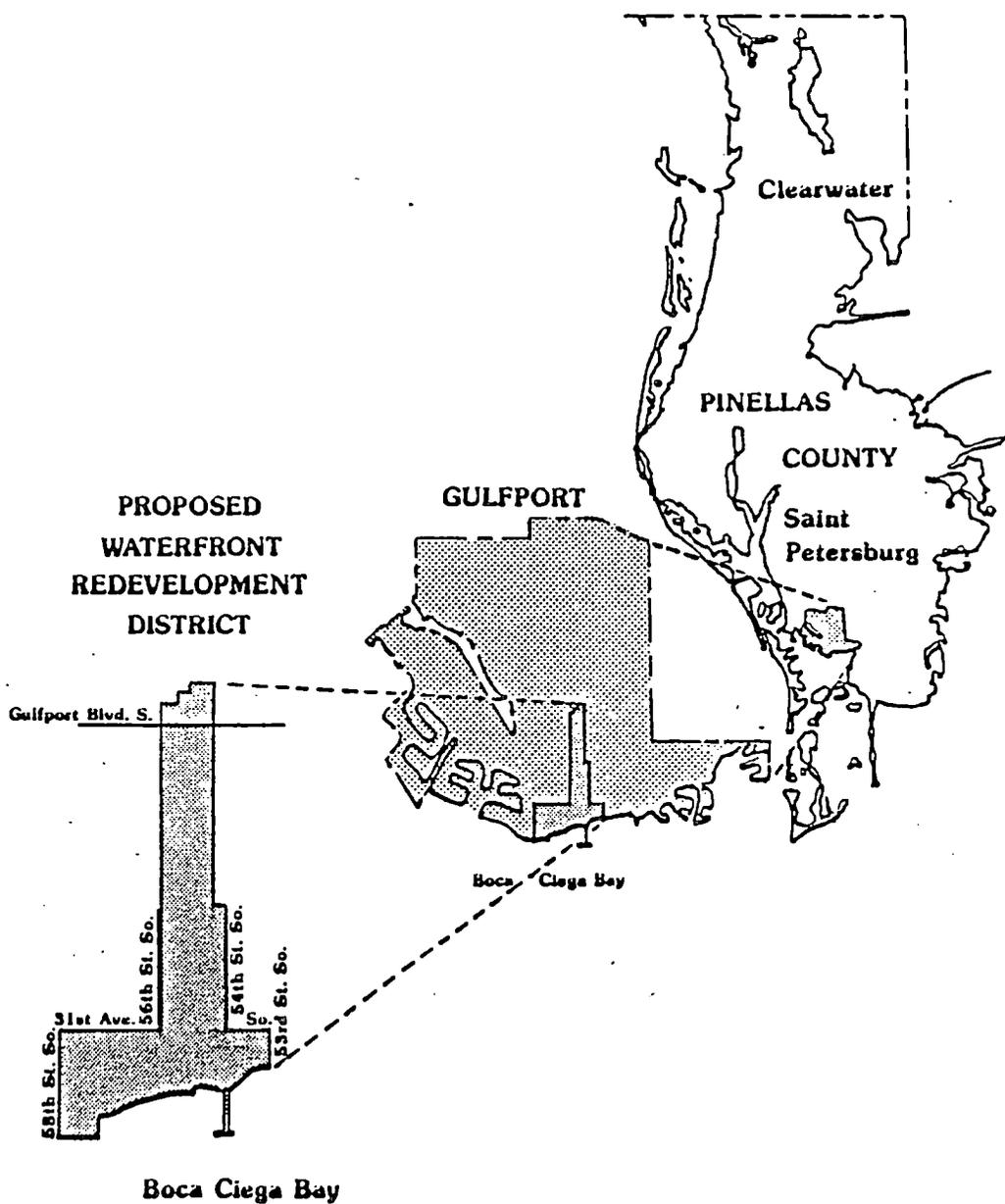
These boundaries were determined by the following criteria:

1. The natural boundary of Boca Ciega Bay to the south;
2. a concentration of commercial activity along Beach and Shore Boulevards;
3. the corridor which historically lead to the waterfront area; and
4. keeping the proposed area to a manageable size.

## B. Land Use

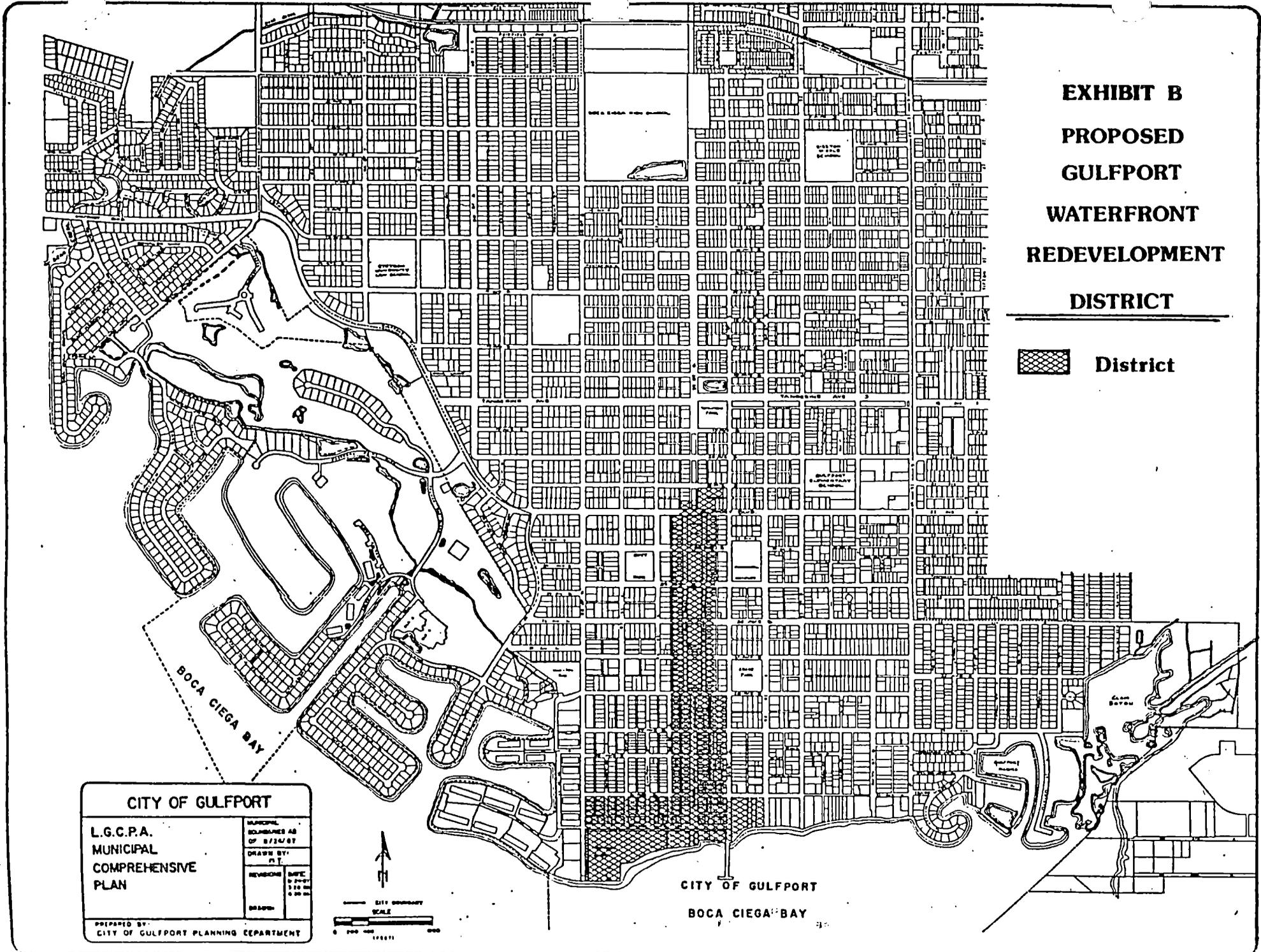
The proposed district is primarily residential in nature with commercial activity generally concentrated at the southern terminus of Beach Boulevard and along Shore Boulevard west of 56th Street. Land uses within the proposed district, as illustrated in Exhibit C, consists mainly of residential lots (54%) and recreation/open space (28.4%). The remaining land uses consist of businesses, vacant lots and public/semi-public uses.

**EXHIBIT A**  
**REGIONAL SETTING MAP**



**EXHIBIT B  
PROPOSED  
GULFPORT  
WATERFRONT  
REDEVELOPMENT  
DISTRICT**

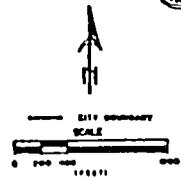
 **District**



**CITY OF GULFPORT**  
L.G.C.P.A.  
MUNICIPAL  
COMPREHENSIVE  
PLAN

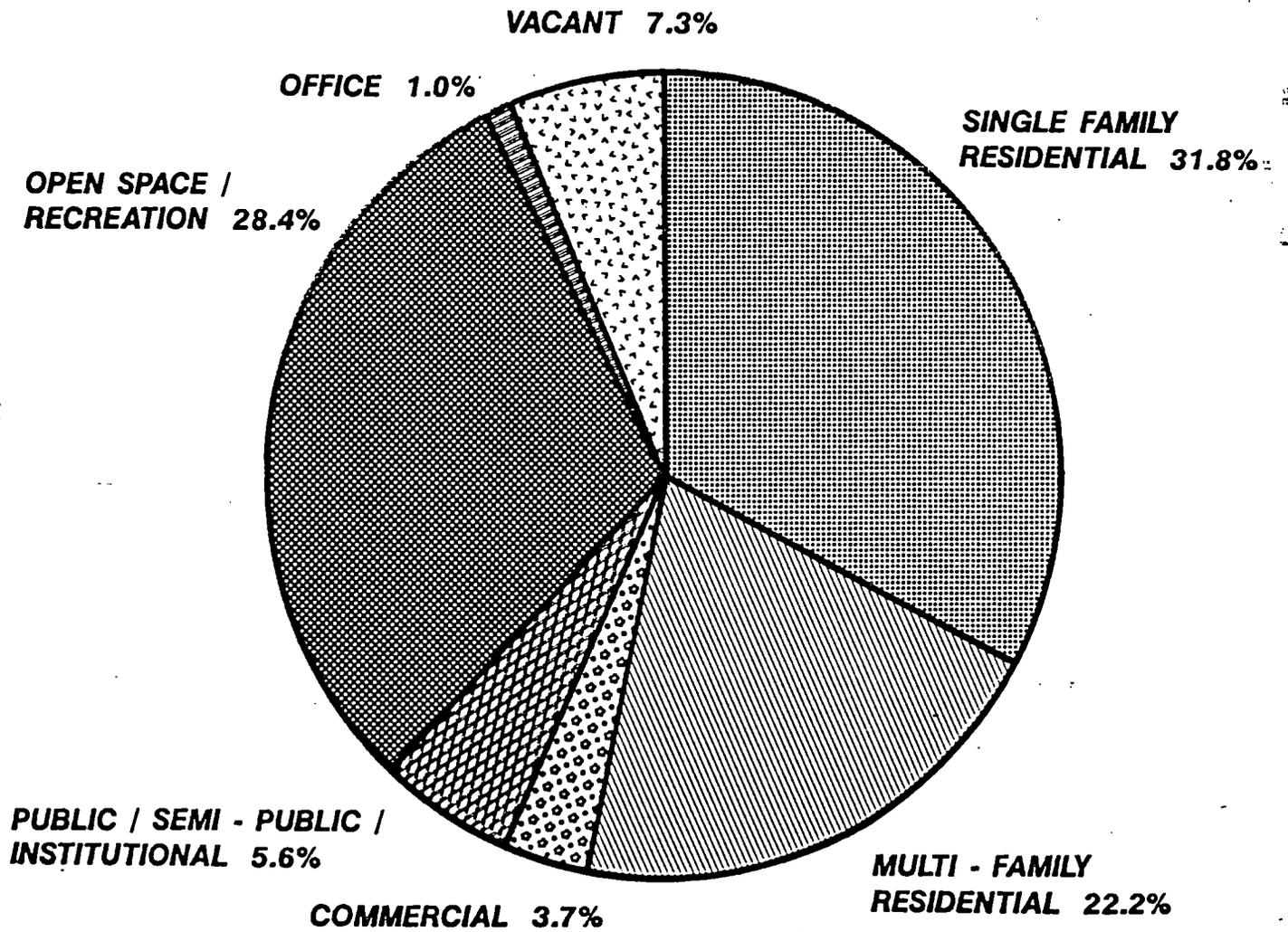
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REVISIONS	DATE
BY	BY
DATE	DATE
BY	DATE
BY	DATE

PREPARED BY:  
CITY OF GULFPORT PLANNING DEPARTMENT



# EXHIBIT C

## LAND - USE



#### IV. DATA AND ANALYSIS

Chapter 163.340, F.S., (8)(a, b) requires that in order for an area to be declared a Redevelopment District it must meet the following criteria:

(1) An area in which there are a substantial number of deteriorated, or deteriorating structures and conditions which endanger life or property by fire,

(2) other causes of the following factors which substantially impairs or arrests the sound growth of municipality and is a menace to the public health, safety, morals, or welfare in its present condition and use:

- Predominance of defective or inadequate street layout;
- Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- Unsanitary or unsafe conditions;
- Deterioration of site or other improvements; and
- Diversity of ownership or defective or unusual conditions of title which prevent the free alienability of land within the deteriorated or hazardous area.

(3) an area in which there exists inadequate parking facilities.

##### **1. Predominance of defective or inadequate street layout**

The roadways throughout the City of Gulfport including the redevelopment district are generally platted in a grid system. Two major streets, Shore and Beach Boulevards, dominate the proposed District. Shore Boulevard parallels the waterfront. Beach Boulevard extends from the waterfront to Gulfport Boulevard. Beach Boulevard which is historically significant because its centerline served as a trolley route to the waterfront. Shore Boulevard provides a scenic vista of Boca Ciega Bay from nearly any point along its route.

The proposed District encompasses approximately 2.9 miles of roadway of which 2.2 miles is asphalt

and the remaining 0.7 miles is brick. Within this area, 1.6 miles of alleyway can be found. No unimproved or "paper" streets exist.

Of the 2.9 miles of roadway, one mile or 34 percent accommodate pedestrian sidewalks on both sides. An additional 0.9 miles or 33 percent provide pedestrian sidewalks on one side. This leaves one mile or 34 percent of the proposed area's street network without a pedestrian sidewalk system. Deficiencies in the existing walkway system are further compounded by additional inadequacies. These include:

1. 0.9 miles of walkways, representing approximately 31 percent of the existing sidewalks require replacement to bring these lengths up to code.
2. Since nearly two-thirds of the intersections and very few of the business or residential curb cuts are equipped with handicapped ramps, accessibility within the area for the disabled community is in effect significantly restricted.
3. Of the 17,940 lineal feet of sidewalks, 6,010 feet (one-third) are seriously cracked with heaved or dipped sections, grass growing between sections or a combination of these resulting grade separation.

Other deficiencies can be found within the proposed District. Collectively, they present aesthetic and functional conditions contrary to acceptable standards. They include but are not necessarily limited to the following:

1. Utility poles and overhead wires along Beach and Shore Boulevards make a visually blighted impression. Landscaping elements, which could soften the blighting influence, are not currently being used. Disregarding aesthetics, the location of these utility fixtures provide ineffective street level lighting and generally obstruct pedestrian traffic.
2. Roadway surfaces are exhibiting deterioration. Uneven surfaces, heaved and dipped sections, broken pavement, thin areas where underlying brick is exposed, rutting, and tree root intrusion are common.

3. There is no provision for safe bicycle travel and parking.
4. Angled parking, in its current configuration coupled with the width of the roadway, create a hazardous condition for both pedestrian and vehicular traffic. The extreme width of Beach Boulevard is a result of its history when the trolley was located along the centerline.
5. Parking configurations within the district are inadequate due to the following aspects:
  - Parking space size and layout are carry-overs from outdated engineering practices and code specifications. These create an insufficient number of spaces.
  - Parking spaces are mostly on-street spaces with only two businesses providing off-street lots.
  - Currently, few handicapped spaces are provided. The lack of handicapped spaces together with the lack of ramps for sidewalk use for entry to commercial and office establishments or residences prevents disabled users from parking.

## **2. Faulty lot layout in relation to size, adequacy, accessibility or usefulness**

Lot layouts in the Proposed Waterfront Redevelopment District reveals three distinct platted subdivisions traversing the proposed area. Although each subdivision contains unique characteristics with regards to lot layout, size and orientation, the common thread to each is small lot layout. Typically, the waterfront area contains the smaller lots with the average size ranging from 3,600 to 5,000 square feet. Further from the waterfront, average lot size increases to approximately 7,650 square feet. Average lot frontage for the entire proposed area is under 50 feet.

Parcel size has become a problem involving land use, zoning, and modern residential, commercial and office development requirements. Residential land use reveals conflicts between zoning and parcel size. Sixty percent of single family residences meet all zoning requirements, whereas only 23.3 percent of multifamily residences meet

all zoning requirements. Exhibit D illustrates the percentages of residential multifamily lots which do and do not meet zoning requirements. Overall, 45 percent of all residential housing meets zoning requirements. Exhibit E combines single and multifamily to show overall residential housing and zoning requirements.

Requirements of Limited Commercial and Residential-Office-Retail zoning categories do not set forth minimum lot requirements but provide that all applicable site development requirements are met. To meet these, existing structures should be located on larger sized lots. Presently, lot sizes are undersized for the structures. In many instances, requirements are not met, including parking. Adequate parking for the traffic generated is not provided.

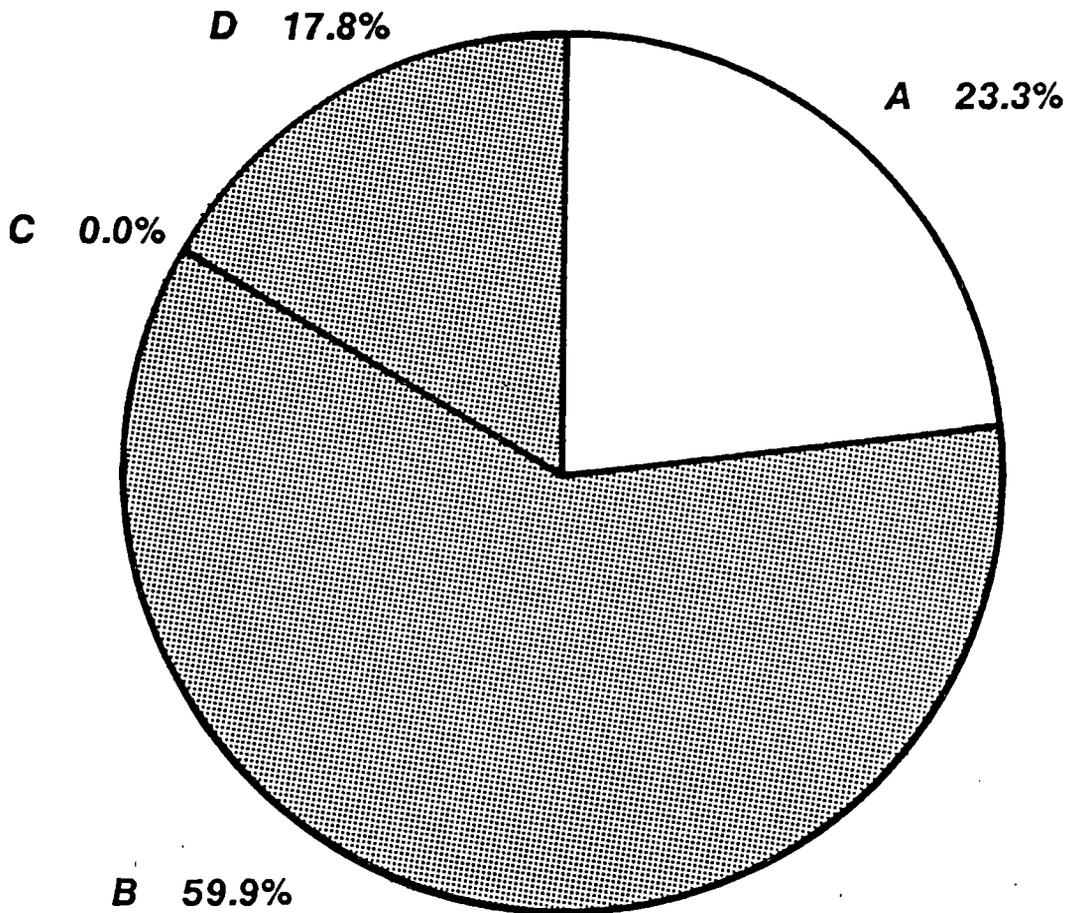
Current parcel sizes within the proposed District are inadequate for modern commercial and office development requirements. Requirements for parking, landscaping and storm water retention could not be achieved on most lots. Attempts to assemble a series of small lots for commercial or office development is further aggravated by the diversity of property ownership.

## **3. Unsanitary of unsafe conditions**

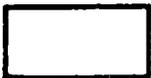
Many of the buildings in the district were constructed prior to 1940 and require extensive maintenance. These structures require not only intensive maintenance to prevent deterioration, but also considerable upkeep of the grounds. The older, unkept structures represent an aesthetic problem leading to other issues. They contribute to health and safety problems to adjacent properties in addition to the City as a whole. Older structures in need of maintenance tend to accumulate litter, attract pests, create fire hazards, require extensive code enforcement and require increased police protection.

# EXHIBIT D

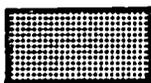
## MULTI - FAMILY RESIDENTIAL



### Parcels That:



A - Meets Zoning Requirements 23.3%



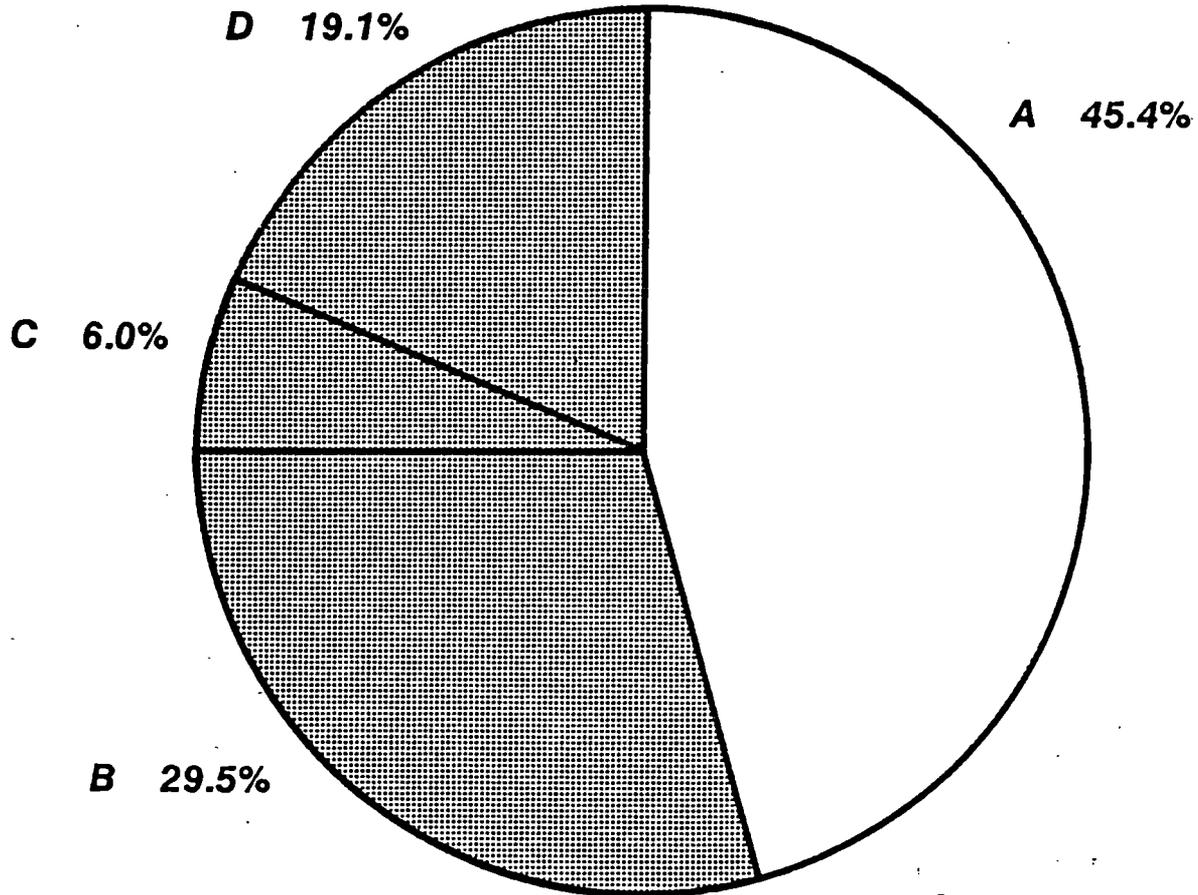
B,C,D - Do Not Meet Zoning Requirements 76.7%

B - Meets Minimum Lot Width But Not Square Footage Requirements

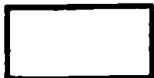
C - Meets Square Footage But Not Minimum Lot Width Requirements

D - Does Not Meet Square Footage Or Minimum Lot Width Requirements

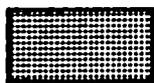
**EXHIBIT E**  
**ALL RESIDENTIAL**  
**(Single & Multifamily)**



**Parcels That:**



**A - Meets Zoning Requirements 45.4%**



**B,C,D - Do Not Meet Zoning Requirements 54.6%**

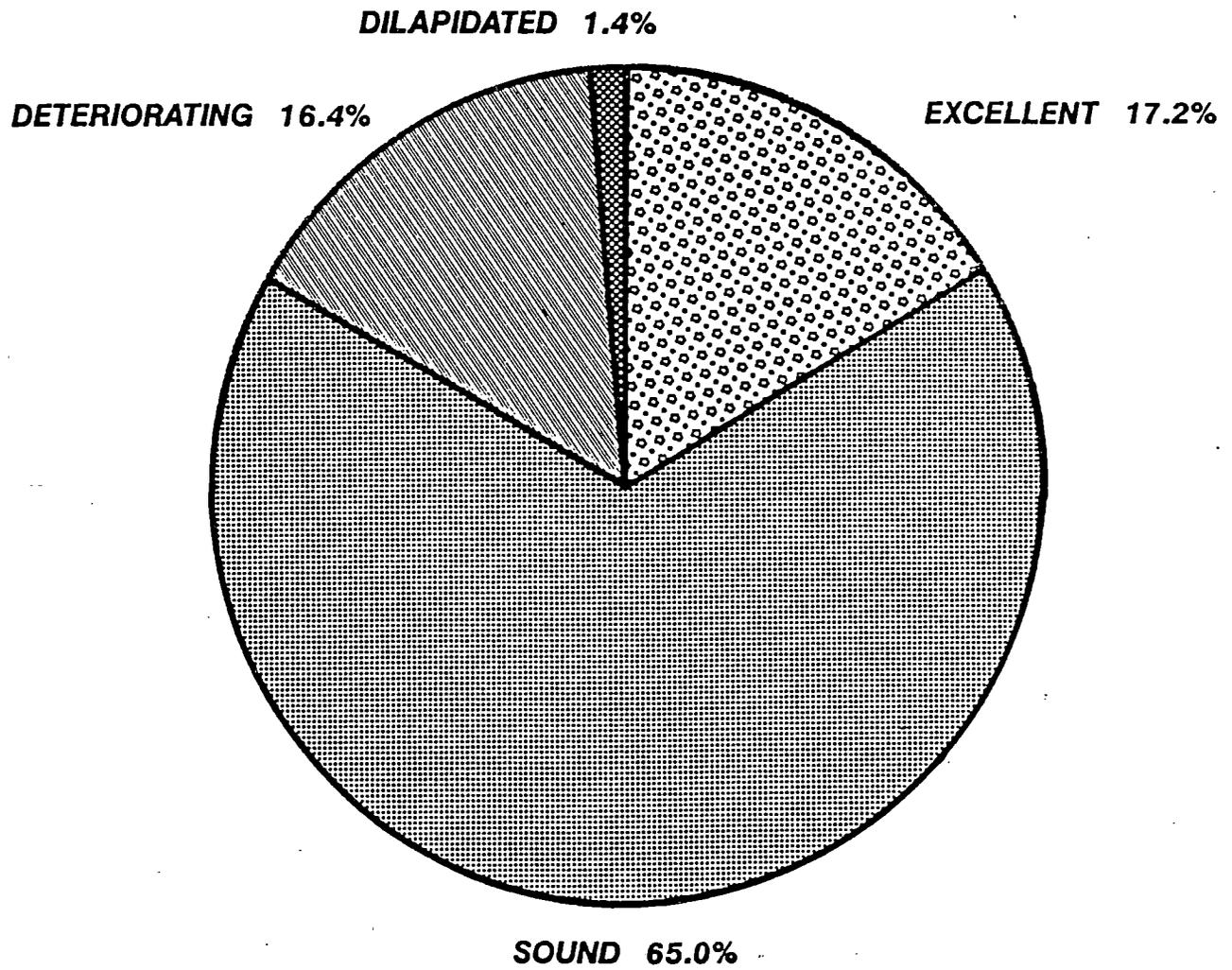
**B - Meets Minimum Lot Width But Not Square Footage Requirements**

**C - Meets Square Footage But Not Minimum Lot Width Requirements**

**D - Does Not Meet Square Footage Or Minimum Lot Width Requirements**

# EXHIBIT F

## STRUCTURAL SURVEY



Safety is an important aspect of any commercial or residential district. A clean, safe area allures people to shop, conduct business, recreate and live, which in turn attracts private investment, thereby strengthening a community and expanding its tax base. The condition of structures and property, therefore, must be kept up to code. Further deterioration will only jeopardize the present and future of the proposed District as well as its marketability. The use of code and building requirements can stop deterioration. Progress through improving the present conditions of the area can be made.

#### **4. Deterioration of site or other improvements**

Deterioration of the proposed District is, in part, a result of the existing building stock, much of which is at least fifty years or older. A structural quality field survey, based on criteria contained in a Field Coding Manual developed in 1977 by the City of St. Petersburg Planning Department, yielded the following data:

Of the 220 structures surveyed, 39 (17.8%) are classified as deteriorating or dilapidated. The remaining were identified as excellent or sound. Exhibit F displays the percentage of structures within each survey condition category.

The proposed area is visually unorganized. It lacks a pleasing and consistent design in terms of building form, design, and overall site development, including landscaping. The poor visual quality is further diminished by unattractive architectural styles and signage, dull building design, lack of adequate streetscaping and cluttered signage.

#### **5. Diversity of property ownership**

The majority of properties in the area are owned by different individuals or corporations. Ownership of multiple properties within this proposed area is not common. In fact, 194 people or entities own the 230 properties located within the proposed District. The diversity of property

ownership poses a severe problem for the assembly of parcels which is required for most types of modern commercial, office and large scale residential development.

#### **6. Inadequate parking facilities**

Parking is a major concern within the Proposed Waterfront Redevelopment District. Parking affects all parties that visit or use the area for business, residential and recreational purposes. The existing parking scheme contains conflicts created by inefficiencies through the diverse uses in the proposed area. The result is an occupation of parking spaces intended for shopping, business or residential and the actual activity of the person who occupies the space is another purpose.

Commercial development in the proposed District is characterized by C-1A and R-O-R zoning, small lots, and in some instances, divided lots. These factors contribute to small lot, single structure developments. Some strip store front developments are found along the waterfront area. Available parking for these stores has become a problem. Customer spaces are located only on the street along the store fronts. Parking conflicts occur when spaces, normally taken by shoppers, are occupied by beach goers and other non-shoppers. Potential customers simply go elsewhere for their shopping needs. This existing parking situation detracts from the marketability of the area.

The City provides on-street parking only. Beach goers, residents and non-residents, pay for parking along the waterfront. The off-street lot located at the public beach can accommodate approximately 130 vehicles within the unstructured parking area. Only two businesses in the proposed District have off-street parking with the remainder utilizing on-street spaces. A perceived lack of available parking resulting in a loss of potential business and marketability, created from the existing conflicts leads to a parking issue to be resolved.



*Gulfport Waterfront Area Redevelopment Plan*

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**APPENDIX D**

**Chapter 163 Requirements**

## APPENDIX D

### Purpose

Chapter 163, Part III of the Florida Statutes is specific regarding the steps necessary to establish a Community Redevelopment Area and subsequently initiate projects.

The basic five step process which will lead to realization of the first project in Gulfport includes:

1. Establishing a Finding of Necessity,
  2. Defining a Community Redevelopment Area,
  3. Establishing a Community Redevelopment Agency,
  4. Preparing a Community Redevelopment Plan
  5. Establishing a Redevelopment Trust Fund.
1. Establishing a Finding of Necessity--The first step in the Community Redevelopment process required the City of Gulfport to approve a finding of necessity. The Finding of Necessity established those conditions which substantially impair the sound growth of the proposed Redevelopment Area. On date, the Gulfport City Commission passed resolution # , declaring a Finding of Necessity.
2. Define a Community Redevelopment Area--The Community Redevelopment Area is that area defined by legal description in which all of the future redevelopment projects will be located. It is also the area which will fund the Redevelopment Trust Fund via the tax increment process.
3. Establish a Community Redevelopment Agency--The Community Redevelopment Agency was established by the Gulfport City Commission in Ordinance #. Among other duties, the Redevelopment Agency will be responsible for implementing the Community Redevelopment Plan and administering the Trust Fund.

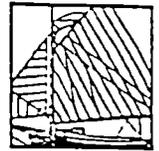
4. Prepare a Community Redevelopment Plan--The Community Redevelopment Plan identifies the improvements that will revitalize the Community Redevelopment Area. The projects contained in the Community Redevelopment Plan are specific and have been conceptually detailed in the plan.

5. Establish a Redevelopment Trust Fund--The Redevelopment Trust Fund receives the tax increment funds as they are generated each year. The Redevelopment Trust Fund is administered by the Community Redevelopment Agency.

The preceding steps have defined the need and the means for community redevelopment, established an agency to oversee the redevelopment process, and put in place a funding mechanism to fund the redevelopment projects enumerated in the Redevelopment Plan . Gulfport is now in the position to begin the first project leading to the ultimate revitalization of the waterfront area.

The specific purpose of the Gulfport Waterfront Redevelopment Plan is to:

1. establish the definitive boundaries of the Community Redevelopment Area,
2. provide the Community Redevelopment Agency with a workable plan based upon community identified goals and objectives,
3. define those areas where opportunities for development or redevelopment exist within the framework of the Community Redevelopment process,
4. outline a process whereby the resources of the tax increment district can be utilized to achieve the projects identified in the plan, and
5. to satisfy the requirements of the Florida Statutes Chapter 163.360 and 163.362.



**Required Contents of the Community Redevelopment Plan**

Chapter 163.362 of the Florida Statutes lists the mandatory requirements of every Community Redevelopment Plan. The following section specifically addresses each of the requirements of Chapter 163.362. (This plan goes beyond the requirements of Chapter 163.362 with the detail contained in the body of the plan.)

In order to satisfy the requirements of Florida Statutes Chapter 163.362, every Community Redevelopment Plan shall:

**(1) CONTAIN A LEGAL DESCRIPTION OF THE BOUNDARIES OF THE COMMUNITY REDEVELOPMENT AREA AND THE REASONS FOR ESTABLISHING SUCH BOUNDARIES SHOWN IN THE PLAN.**

The Community Redevelopment Area contains approximately 83.87 acres. The legal description for the area follows as Exhibit "A."

The boundaries established for the Community Redevelopment Area are based upon Resolution #92-25 passed by the Gulfport City Commission on April 7, 1992, declaring a Finding of Necessity. The Finding of Necessity established that present conditions within the identified redevelopment area constitute an economic and social liability. The Finding of Necessity is supported by substantial evidence satisfying the requirements of Florida Statute 163.335.

**(2) SHOW A DIAGRAM AND IN GENERAL TERMS:**

**(a) THE APPROXIMATE AMOUNT OF OPEN SPACE TO BE PROVIDED AND THE STREET LAYOUT.**

The approximate amount of open space currently contained in the Community Redevelopment District is 11.59 acres or 13.8%. Following the completion of identified projects in the Community Redevelopment Plan, the amount of open space will remain the same.

Location of open space and the street layout for the Community Redevelopment District is depicted in the CRD Land Use Map (Appendix E).

**(b) LIMITATIONS ON THE TYPE, SIZE, HEIGHT, NUMBER AND PROPOSED USE OF BUILDINGS.**

Limitations on the type, size, height, number and proposed use of buildings shall be regulated by the Gulfport Zoning Ordinance and the Waterfront Area Land Use Plan and Map (Appendix E).

**(c) THE APPROXIMATE NUMBER OF DWELLING UNITS**

The number of dwelling units in the Community Redevelopment Area is as follows:

Single-Family	113
Multi-Family	80
Condominiums	1 (with 8 units)
Co-operatives	0

**(d) SUCH PROPERTY IS AS INTENDED FOR USE AS PUBLIC PARKS, RECREATION AREAS, STREETS, PUBLIC UTILITIES, AND PUBLIC IMPROVEMENTS OF ANY NATURE.**

Public parks, recreation areas and the general street layout have been identified in Appendix E. There are a number of public projects proposed including the following:

- Restoration of the Gulfport Casino
- Beachfront Amenities: expansion of fishing pier, bait shop, excursion boat and dock/mooring facilities; public restrooms; snackbar.

- Shore Boulevard Improvements: open air market, picnic shelters, landscape enhancement, redesign parking facilities.
- Beach Boulevard Streetscape
- Area Gateways & Signage
- Waterside Amphitheater
- Parking Facilities
- Cultural Arts Facility

(3) IF THE REDEVELOPMENT AREA CONTAINS LOW OR MODERATE INCOME HOUSING, CONTAIN A NEIGHBORHOOD IMPACT ELEMENT WHICH DESCRIBES IN DETAIL THE IMPACT OF THE REDEVELOPMENT UPON THE RESIDENTS OF THE REDEVELOPMENT AREA AND THE SURROUNDING AREAS IN TERMS OF RELOCATION, TRAFFIC CIRCULATION ENVIRONMENTAL QUALITY, AVAILABILITY OF COMMUNITY FACILITIES AND SERVICES, EFFECT ON SCHOOL POPULATION, AND OTHER MATTERS AFFECTING THE PHYSICAL AND SOCIAL QUALITY OF THE NEIGHBORHOOD.

It is anticipated that some relocation may occur during the course of implementation of the Community Redevelopment Plan. This relocation will potentially involve business establishments as well as residential households.

Previous documentation and relocation experience has indicated that households relocating:

- tend to relocate into similar or familiar neighborhoods;
- have relocated into dwelling units that are in better condition than current units;
- generally favor finding their own replacement units.

The Gulfport Waterfront Community Redevelopment Plan will not require substantial relocation and, therefore, it is not anticipated to have a significant impact. If relocation does occur, the Community Redevelopment Agency will provide such assistance as is necessary to

assist those residents in need of finding and acquiring replacement housing.

The City will adopt, by resolution, minimum county standards addressing relocation of low-to-moderate income residents in the Waterfront Redevelopment District.

(4) IDENTIFY SPECIFICALLY ANY PUBLICLY FUNDING CAPITAL PROJECTS TO BE UNDERTAKEN WITHIN THE COMMUNITY REDEVELOPMENT AREA.

Neither the City of Gulfport, Pinellas County or the Florida Department of Transportation have identified planned capital improvement projects within the district.

(5) CONTAIN ADEQUATE SAFEGUARDS THAT THE WORK OF THE REDEVELOPMENT PLAN WILL BE CARRIED OUT PURSUANT TO THE PLAN.

The work of redevelopment will be carried out by the Community Redevelopment Agency. The entire redevelopment process has been established consistent with Chapter 163, Part III, Community Redevelopment of the Florida Statutes. It is the intent of the City of Gulfport to comply with those requirements as established in Chapter 163, Part III, of the Florida Statutes.

(6) PROVIDE FOR THE RETENTION OF CONTROLS AND THE ESTABLISHMENT OF ANY RESTRICTIONS OR COVENANTS RUNNING WITH LAND SOLD OR LEASED FOR PRIVATE USE FOR SUCH PERIODS OF TIME AND UNDER SUCH CONDITIONS AS THE GOVERNING BODY DEEMS NECESSARY TO EFFECTUATE THE PURPOSES OF THIS PART.

This provision of a Community Redevelopment Plan will be satisfied on an individual basis as each project is carried through final documentation or design.

(7) PROVIDE ASSURANCES THAT THERE WILL BE REPLACEMENT HOUSING FOR THE RELOCATION OF PERSONS TEMPORARILY OR PERMANENTLY DISPLACED FROM HOUSING FACILITIES WITHIN THE COMMUNITY REDEVELOPMENT AREA.

If, as a result of implementation of projects contained within this Community Redevelopment Plan relocation of persons becomes necessary on either a temporary or permanent basis, the Community Redevelopment Agency will be responsible for the provision of replacement housing for those affected persons consistent with applicable State Guidelines.

(8) PROVIDE AN ELEMENT OF RESIDENTIAL USE IN THE REDEVELOPMENT AREA IS SUCH USE EXISTS IN THE AREA PRIOR TO THE ADOPTION OF THE PLAN OR IF THE PLAN IS INTENDED TO REMEDY A SHORTAGE OF HOUSING AFFORDABLE TO RESIDENTS OF LOW OR MODERATE INCOME, INCLUDING THE ELDERLY.

The Plan is not intended to remedy a shortage of housing for residents of low or moderate income, however, there the plan protects the existing residential uses within the Redevelopment District.

(9) CONTAIN A DETAILED STATEMENT OF THE PROJECTED COSTS OF THE REDEVELOPMENT, INCLUDING THE AMOUNT TO BE EXPENDED ON PUBLICLY FUNDED CAPITAL PROJECTS IN THE COMMUNITY REDEVELOPMENT AREA DNA ANY INDEBTEDNESS OF THE COMMUNITY REDEVELOPMENT AGENCY, THE COUNTY OR THE MUNICIPALITY PROPOSED TO BE INCURRED FOR SUCH REDEVELOPMENT IF

SUCH INDEBTEDNESS IS TO BE REPAID WITH INCREMENT REVENUES.

Exhibit D is a list of projects identified in the Gulfport Waterfront Redevelopment Plan and the estimated cost of each project.

(10) PROVIDE A TIME CERTAIN FOR COMPLETING ALL REDEVELOPMENT FINANCED BY INCREMENT REVENUES. SUCH TIME CERTAIN SHALL OCCUR NO LATER THAN 30 YEARS AFTER THE FISCAL IN WHICH THE PLAN IS APPROVED OR ADOPTED.

A detailed statement of the projected costs of redevelopment has been determined. It is anticipated that increment revenues to pay for the projected cost will require no more than 30 years after adoption of the Community Redevelopment Plan for funding. If the redevelopment increment revenues exceed expectations, the time certain for completing all redevelopment financed by increment revenues may decrease.



EXHIBIT A

**LEGAL DESCRIPTION OF THE GULFPORT  
WATERFRONT REDEVELOPMENT AREA**

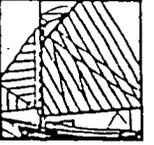
Commence at the northwest corner of the north one-half of the southwest one-quarter of Section 33, Township 31 South, Range 16 East, Pinellas County, Florida, said corner also being the centerline intersection of 29th Avenue South and 58th Street South; thence proceed south 815.9 feet along the centerline of 58th Street South to the intersection with the centerline of 31st Avenue South as the Point of Beginning; thence proceed east 1,043 feet along the centerline of 31st Avenue South to the centerline of 56th Street South; thence north 1,241.4 feet along the centerline of 56th Street South to the centerline of 28th Avenue South and continuing north 2,354 feet along the east boundary of the alley west of Beach Boulevard South/55th Street South to a point, said point being the northwest corner of lot 8 of block 36 of the Gulfview Section within Pasadena Gardens Subdivision; thence east 157 feet along the property line between lots 8 and 9 of said block to the centerline of 55th Street South; thence north 220 feet along the centerline of 55th Street South to the centerline of 21st Avenue South; thence east 368.2 feet along the centerline of 21st Avenue South to a point, said point being the northeast corner of lot 9 of block 35 of Gulfview Section within Pasadena Gardens Subdivision; thence south 143 feet along the property line between lots 9 and 10 of said block to a point, said point being the northeast corner of lot 12 of said block; thence west 100 feet to a point, said point being the northeast corner of lot 14 of said block thence south 127 feet long along the property line between lots 14 and 15 of said block and continuing south 2,243 feet along the west boundary of the alley east of Beach Boulevard South to the centerline of 28th Avenue South; thence east 178 feet along the centerline of 28th Avenue South to the centerline of 54th Street South; thence south 1,224.5 feet along the centerline of 54th Street South to the centerline of 31st Avenue South; thence east 409 feet along the centerline of 31st Avenue South to the centerline of 53rd Street South; thence south 395 feet along the centerline of 53rd Street South to mean high water mark of Boca Ciega Bay; thence west 2,615 feet MOL along the mean high water mark of Boca Ciega Bay to the centerline of 58th Street South; thence north 1,030 feet along the centerline of 58th Street South to the Point of Beginning.

**Gulfport Waterfront Area Redevelopment Plan**



**CAPITAL PROJECTS - Exhibit D**

	<u>Public Funding</u>	<u>Private Funding</u>	<u>Revenue Generating</u>	<u>Possible Grant</u>	<u>Order of Public Magnitude Cost</u>
1. Restoration of the Gulfport Casino	X		X	X	\$100,000 - 500,000
2. Building Facade Improvement Program	X	X			25,000 - 75,000
3. Beachfront Amenities					
Fishing Pier	X			X	20,000 - 100,000
Bait Shop		X	X		25,000
Snack Bar Area	X		X	X	50,000
4. Shore Boulevard Improvements					
Landscape/Streetscape	X				110,000 - 180,000
Market Pavilion	X		X	X	150,000
Terraced Pavilion	X			X	50,000 - 150,000
Community Pavilion	X		X	X	50,000
Beach Axial Pavilions	X			X	60,000
5. Beach Boulevard Streetscape	X				300,000 - 500,000
6. Area Gateway and Signage	X				50,000
7. Waterside Amphitheater	X			X	100,000
8. Parking					
Beach Parking	X				150,000 - 250,000
Off Street Parking	X				120,000
9. Cultural Arts Facility	X			X	75,000 - 150,000
10. Development of Vacant Waterfront Property		X			
<b>Total</b>					<b>\$1,435,000 - 3,340,000</b>



*Gulfport Waterfront Area Redevelopment Plan*

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**APPENDIX E**

Waterfront Area Land Use Plan



## **Waterfront Area Land Use Plan**

### **Purpose**

Chapter 163.362 Florida Statutes requires that a Community Redevelopment plan provide for limitations on the type, size, height, number, and proposed use of buildings. The Redevelopment Area Land Use Plan proposes land use patterns to be achieved by the horizon of the Redevelopment Plans, which reflect the following general objectives enumerated on page 9 of the plan document:

- Re-orient the community to the waterfront;
- Promote mixed uses, including retail, institutional, service, office, recreation and exterior oriented activities.
- Encourage retail, Transient Accommodations, and restaurant uses on properties along Shore Boulevard and Beach Boulevard south of 28th Avenue.
- Preserve the residential neighborhoods and the overall residential character of the waterfront area by retaining the human scale and providing "walk to" amenities.
- Provide a transitional area for garden office or specialty commercial uses such as artist studios and Bed and Breakfasts.

The Redevelopment Area Land Use Map shall serve as the guideline for the CRA, Planning and Zoning Board, and City Council in the review and approval process for all new or rehabilitative development within the Redevelopment District. Additionally, all new or rehabilitative development shall also conform to requirements of current applicable state statutes and local ordinances and codes, as amended from time to time.

### **Land Use Categories**

The following are general descriptions of permitted land uses within the Waterfront Redevelopment District as depicted in Exhibit A, Redevelopment Area Land Use Map. To encourage new or rehabilitative development within the Redevelopment District, the City may offer development incentives such as parking credits, density bonuses and financial incentives, if there is demonstrable evidence that such incentives promote implementation of the Redevelopment Plan.

#### **A. COMMERCIAL LIMITED (CL)**

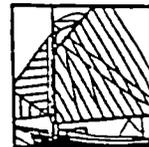
The purpose of this category is to depict the area within the Redevelopment district which is now developed or suited for development of limited commercial activities offering goods and services to residents of surrounding neighborhoods.

Uses appropriate to and consistent with this category include the following:

- Primary Uses - Retail Commercial; Office; Personal/Business Service; Transient Accommodations.
- Secondary Uses - Residential; Commercial Recreation, Institutional.

Density/Intensity standards shall be as follows:

- Non-Residential use shall not exceed a floor area ratio (FAR) of .45 nor an impervious surface ratio (ISR) of .85.



## ***Gulfport Waterfront Area Redevelopment Plan***

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•Residential use shall not exceed ten (10) dwelling units per acre.

•Transient Accommodations use shall not exceed thirty (30) units per acre.

### **B. MIXED USE LIMITED (MUL)**

The purpose of this category is to depict the area within the Redevelopment District which is now developed or suited to be developed in a moderately intensive residential manner and very low intensity commercial activities offering services to residents of surrounding neighborhoods.

Uses appropriate and consistent with this category include the following:

•Primary Uses - Residential

•Secondary Uses - Office and Artist Studio Accessory only;

Density/Intensity Standards shall be as follows:

•Residential use shall not exceed seven and one half (7.5) dwelling units per acre.

### **C. MIXED USE (MU)**

The purpose of this category is to depict the area within the Redevelopment District which is now developed or suited for development of moderate intensity commercial activities offering goods and services to residents of surrounding neighborhoods, tourists and seasonal visitors.

Uses appropriate and consistent with this category include the following:

•Primary Uses - Retail Commercial; Personal/Business Services; Transient Accommodations.

•Secondary Uses - Residential; Office; Commercial Recreation.

Density/Intensity Standards shall be as follows:

•Residential use shall not exceed ten (10) dwelling units per acre.

•Non-Residential Use shall not exceed a Floor Area Ratio (FAR) of .90, nor an Impervious Surface Ratio (ISR) of .85.

### **D. RESORT FACILITIES (RF)**

The purpose of this category is to depict the area within the Redevelopment District which is suited for development of low medium residential and resort, tourist accommodation use.

Uses appropriate and consistent with this category include the following:

•Primary Uses - Residential; Transient Accommodations.

•Secondary Uses - Municipal Facilities; Retail Commercial.

Density/Intensity Standards shall be as follows:

•Residential use shall not exceed ten (10) dwelling units per acre.

## *Gulfport Waterfront Area Redevelopment Plan*

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•Transient Accommodations shall not exceed thirty (30) units per acre.

•Non-Residential use shall not exceed a Floor Area Ratio (FAR) of .60 nor an Impervious Surface Ratio (ISR) of .70.

### **E. RESIDENTIAL LOW MEDIUM (RLM)**

The purpose of this category is to depict the area within the Redevelopment District which is now developed or suited for development in a low to moderately intensive residential manner.

Uses and development standards of the Residential Low Medium category adopted in the City of Gulfport Comprehensive Plan shall be applicable to this area.

### **F. RECREATION/OPEN SPACE (R/OS)**

The purpose of this category is to depict the area within the Redevelopment District which is now used, or appropriate to be used, for open space and/or recreational purposes.

Uses and development standards of the Recreation/Open Space category adopted in the City of Gulfport Comprehensive Plan shall be applicable to this area.

### **G. PUBLIC FACILITIES (PF)**

The purpose of this category is to depict those areas within the Redevelopment District which are now used, or appropriate to be used, for Municipal facilities.

Uses appropriate and consistent with this category include the following:

•Primary Uses - Municipal Facilities.

Intensity standards shall be as follows:

•Floor area ratio (FAR) shall not exceed .65.

•Impervious surface ratio (ISR) shall not exceed .90.

### **IMPACT ANALYSIS**

The explicit intent of the Waterfront Redevelopment Plan, and, specifically, the land use element therein, is to preserve the existing character of the area which is manifested primarily in residential dwellings, public recreational facilities, and small retail businesses.

Since the area is virtually built out, i.e. only 1.96 acres of vacant land is available for new development, the plan focuses primarily on improving existing public facilities and infrastructure, and providing incentive programs and a regulatory climate which will spur rehabilitative development by the private sector.

As demonstrated in Tables I and II, the impact of the plan in terms of traffic generation is minimal. The additional 1,001 vehicle trips per day generated by the district will have no adverse effect on adopted Levels of Service for Gulfport Boulevard (County Road), 58th Street South, and 49th Street South. Because of limited opportunities for new development, the CRD will have no significant impact on either the potable water supply or sewage treatment, both of which are provided by the City of St. Petersburg.

## *Gulfport Waterfront Area Redevelopment Plan*

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Due to the fact that the City is in the process of adopting a comprehensive Stormwater Management Plan, which includes various drainage improvements in the CRD, the Redevelopment Plan does not specifically address stormwater drainage. However, since CRD and City staff are one and the same, any stormwater management project within the district will be closely coordinated with infrastructure improvement projects enumerated in the Redevelopment Plan.

The Redevelopment Plan does not contemplate any significant relocation of residents. There is only one project in the Plan that would require such action and it involves one single-family residential dwelling and one four-unit apartment building. However, should relocation become necessary, the CRA and staff will insure minimum county standards are met.

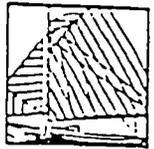


TABLE I

**CURRENT LAND USE PLAN DISTRIBUTION  
AND TRAFFIC GENERATION WITHIN  
THE WATERFRONT REDEVELOPMENT DISTRICT**

LAND USE	TOTAL ACREAGE	PERCENT	TRIPS PER ACRE/DAY	TRIPS PER DAY
COMMERCIAL LIMITED (CL)	2.08	2.5%	576	1,198
RESIDENTIAL URBAN (RU)	10.44	12.4%	79	825
RESIDENTIAL LOW MEDIUM (RLM)	16.30	19.4%	90	1,467
RESIDENTIAL/OFFICE/RETAIL (ROR)	8.27	9.9%	437	3,614
RECREATION/OPEN SPACE (R/OS)	11.59	13.8%	5.5	64
INSTITUTIONAL (I)	5.96	7.1%	789	4,702
PUBLIC R-O-W	29.23	34.9%	---	---
<b>TOTAL</b>	<b>83.87</b>	<b>100.0%</b>	<b>---</b>	<b>11,861</b>

TABLE II

**WATERFRONT REDEVELOPMENT DISTRICT  
LAND USE PLAN AND TRAFFIC GENERATION**

LAND USE	TOTAL ACREAGE	PERCENT	TRIPS PER ACRE/DAY	TRIPS PER DAY
COMMERCIAL LIMITED (CL)	2.08	2.5%	576	1,198
MIXED USE LIMITED (MUL)	9.51	11.3%	75*	713
MIXED USE (MU)	9.54	11.4%	437	4,169
RESORT FACILITIES (RF)	3.60	4.3%	251	904
RESIDENTIAL LOW MEDIUM (RLM)	12.36	14.7%	90	1,112
PUBLIC FACILITIES (PF)	5.96	7.1%	789	4,702
OPEN SPACE (OS)	11.59	13.8%	5.5	64
PUBLIC R-O-W	29.23	34.9%	---	---
<b>TOTAL</b>	<b>83.87</b>	<b>100.0%</b>	<b>---</b>	<b>12,862</b>

\*Calculated at 7.5 UPA x 10 trips per day per dwelling unit.

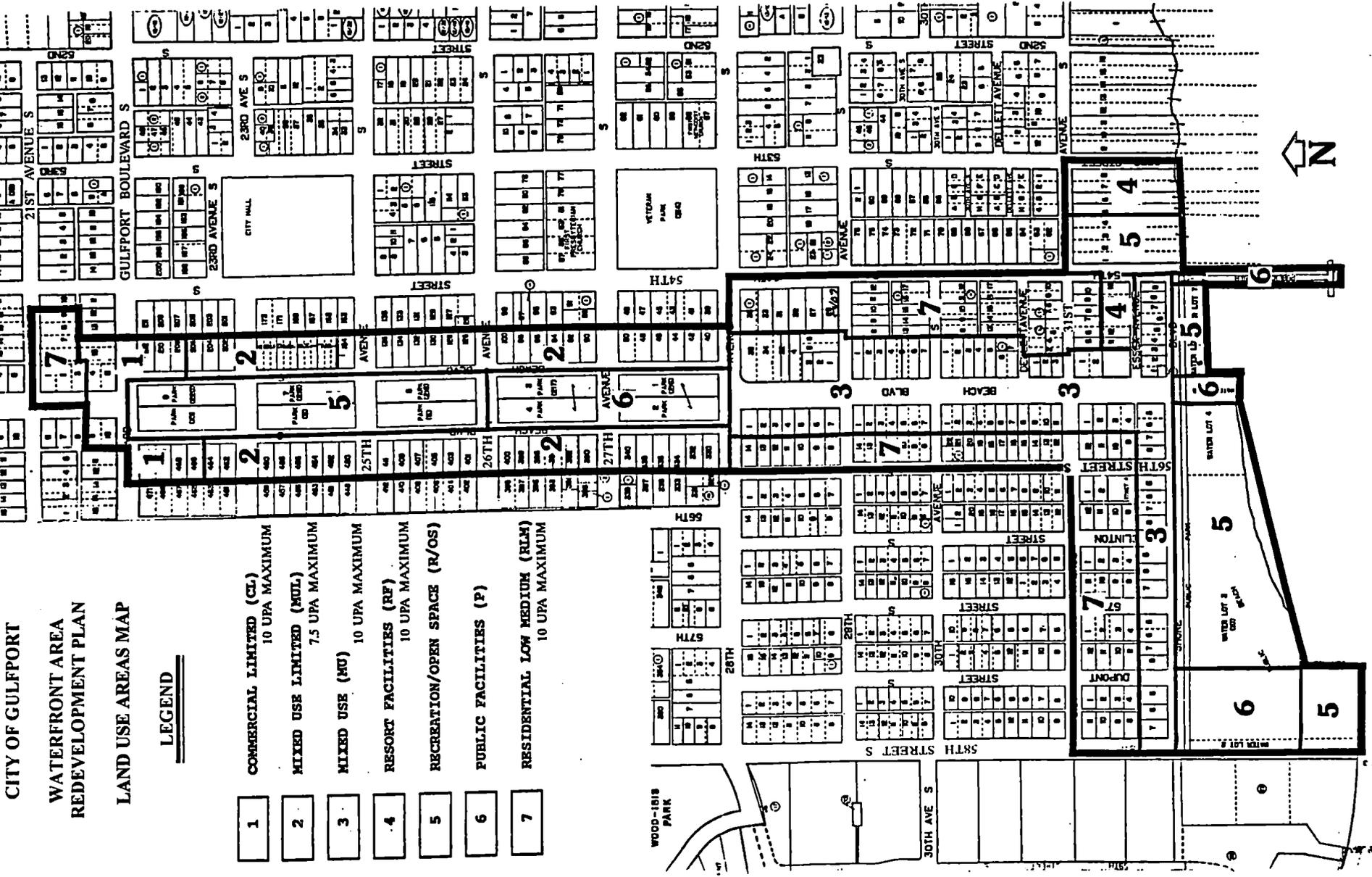
CITY OF GULFPORT

WATERFRONT AREA  
REDEVELOPMENT PLAN

LAND USE AREAS MAP

LEGEND

- 1 COMMERCIAL LIMITED (CL)  
10 UPA MAXIMUM
- 2 MIXED USE LIMITED (MUL)  
7.5 UPA MAXIMUM
- 3 MIXED USE (MU)  
10 UPA MAXIMUM
- 4 RESORT FACILITIES (RF)  
10 UPA MAXIMUM
- 5 RECREATION/OPEN SPACE (R/OS)
- 6 PUBLIC FACILITIES (P)
- 7 RESIDENTIAL LOW MEDIUM (RLM)  
10 UPA MAXIMUM



Approved 3-18-93  
Amended 10-17-00



**APPENDIX F**

**Waterfront Area Survey**

**SUMMARY**  
**GULFPORT WATERFRONT AREA SURVEY**

We are conducting this survey as a part of the City of Gulfport's efforts to create a waterfront redevelopment plan. Your answers will help us make recommendations for how Gulfport's waterfront area can be improved. Please return your survey by June 28, 1991, to:

City of Gulfport  
2401 53rd Street Tower  
Gulfport, Florida 33737  
Attn: Mr. Ted Podyka

Thank you!

Q-1 Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

My primary interest in the waterfront area is as a (circle number)

1. property owner/landlord 16
2. business owner 5
3. resident 16
4. patron of goods and services in the area 12
5. government official or staff 1
6. user of waterfront recreational facilities 13
7. employee working in the area 0
8. other (specify) \_\_\_\_\_

Q-2 Circle all of the things you regularly do when in the area. (circle number)

1. work 10
2. shop 22
3. quick errands 19
4. stroll or window shop 18
5. eat in a restaurant or take-out food place 21
6. meet friends, socialize 16
7. business meeting 7
8. just pass through 5
9. use beach/recreation facilities 24
10. other (specify) \_\_\_\_\_

Q-3. Do you think the majority of people who visit the area are from: (circle number)

1. neighborhoods close to the waterfront area 9
2. other businesses in the waterfront area 0
3. within Gulfport's city limits (Gulfport residents) 25
4. outside of Gulfport 10



Q-6 In what way have outlying shopping areas affected businesses in the waterfront area?  
(circle number)

1. Very negatively 8
2. Somewhat negatively 8
3. Not at all 5
4. Somewhat positively 3
5. Very positively 1

Why? \_\_\_\_\_

Q-7 What do you think has been the overall trend for businesses in the study area in Gulfport in the past five years? Business has ..... (circle number)

1. declined 11
2. stayed about the same 12
3. improved 7

Q-8 What do you think will be the overall trend for business in Gulfport in the next five years? Business will ... (circle number)

1. decline 3
2. stay about the same 9
3. improve 11
4. don't know 5

Q-9 What kinds of improvements would you like to see in Gulfport's waterfront area?

Uses: \_\_\_\_\_

\_\_\_\_\_

Recreation: \_\_\_\_\_

\_\_\_\_\_

Shopping/Restaurants: \_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Q-10 What positive features do you think makes Gulfport's waterfront area unique and different from other communities?

\_\_\_\_\_

\_\_\_\_\_

## **Q-9 What kinds of improvements would you like to see in Gulfport's waterfront area?**

### **Uses:**

- Reduce number of bars;encourage new businesses
- Clean, wholesome boardwalk between Pier and Casino, with games, small rides and concessions, etc.
- Greater utilization of the Casino for events;attract tourists and business people from outside Gulfport.
- A safe place to walk the beach area from town shores to the pier.
- Strict enforcement of noise and sobriety laws.
- Spruce up the pier! Soften light and add greenery.
- Do something with the hotel lot by the pier; don't tear down the old hotel on Beach Blvd.
- The casino should be a focal point. By day teenagers could wait tables at an outdoor snack shop, by evening it should be a club with a waterfront view.
- Arts center/gallery where local artisans and artists could show, and sell their work.
- Redevelopment of city property.
- The beach and parking areas are not in good shape.
- Music amphitheater
- Gift shops, ice cream parlor accented by gaslights, hanging baskets of flowers, trolley cars,etc.
- Park like setting around beach.
- Small health oriented hotel with mineral baths, nutrition, massage, etc. (small spa) and restaurant could be an anchor--vacant property east of the pier.
- Beach parking moved back toward street and current parking area made into a park.
- Facilities should be geared to families and beachgoers.
- A farmer's market and/or fish market

### **Recreation:**

- Improved beach area park, miniature golf course, and improved, well defined parking areas adjacent to, or close to the beach.
- Clean up the beachfront! Get rid of those hor-

rible blue trash bins! Clean up the water so people could safely swim.

- More activities should be allowed on beach.
- A movie theater, boardwalks; uncover the brick streets.
- Bring back the seafood festival; encourage arts and crafts festivals/sales.
- Improve off beach parking and outdoor grill area; more activities at casino; improve community center on beach.
- More planned activities like the 4th of July; this area could have the appeal of a John's Pass area if handled properly.
- The new volleyball net is a great asset--add bikepaths to encourage townspeople to enjoy the outdoors.
- Bowling alley, small movie theater--like St. Pete beach
- Fix the parking lot and back of the pavillion.
- Jet ski and umbrella rentals
- The children's playground improvements are great--but don't take away the older citizen's dancing and picnic areas.
- Lighted tennis court and swimming pool.
- City owned mooring area for boats, with dingy rack.
- Repeal the noise ordinance--provide an environment to welcome activity and community functions.
- The pier could be improved by adding a bay at the intersection of the "t" to make a "place" instead of a crossroad.
- Purchase the old hotel near the pier for a park.
- The only public full size golfcourse is in St. Pete.

### **Shopping/Restaurants:**

- Keep fast food franchises OUT! Need art galleries, upscale antique shops, old-fashioned drug-store with soda fountain, tasteful and trendy clothing shops in the medium price range.
- Attract more small businesses; good year round coffee shop, sandwich shop.
- More restaurants--no bars, if we could get rid of some it would help the vandalism on the pier.
- Up-scale shopping (quaint) and evening activities for the working; movie theater complex where the church is on 22nd across from Clymer Park.

- Beach Blvd. could be lined with more shops than residences, shops of proud craftspeople so we could become "known" like Cape Cod.
- The restaurants close too early.
- Would like to see a facelift of area business by everyone working together.
- Small food market; family restaurant, ice cream parlor.
- Open up the back of the casino for dining with a waterfront view.
- Outdoor cafes, snack bar at beach.
- Up scale shopping may not be practical. It is a great leap of the imagination to think people are going to come to Gulfport to shop particularly on the scale of Hyde Park. Focus instead on dining and nightlife (improve the existing bars); night strolling, dancing and little shopping would be a good mix to entertain visitors.
- Tivo's produce stand should stay!
- Ethnic restaurants, used book store, shops which celebrate Gulfport's ethnic diversity.
- Quality of shopping needs to be improved.

#### Other:

- The area east of the Pier, now vacant land, could be bought by the city and used as parking for the boardwalk and beach.
- City should clean the grassy areas along Beach Blvd., provide more parking for businesses or restrict beach visitors to the \$2 parking lot instead of parking for several hours in front of stores.
- Gas lights along Beach and Shore Boulevards; facade (gingerbread) facades Beach Blvd. buildings and do second stories; more "smart" landscaping. Create an atmosphere to attract people to the area.
- Boardwalks, lots of flowers, more trees besides Australian pines.
- This would make a good artist's community; cheap and picturesque-support the arts!
- I love the brick streets, but they should be better maintained.
- Clean up; bring buildings up to code, use tax incentives for improvements. Casino should be fixed up and beach area maintained. Convince store owners to fix up their buildings; get involved.

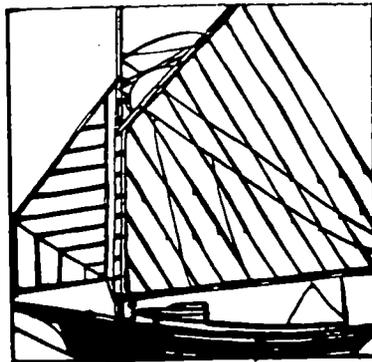
- Don't get too commercial and busy; keep it peaceful and quiet.
- Should have an arts center.
- We need to change the image of what our city is to something we can be proud of instead of something we have to apologize for.
- The old library or Gulfport Players building and v-market next to it and other old buildings should be restored.
- Street cleanliness is important-sidewalks should be swept, yards mowed, rubbish, especially in back of restaurants removed, etc.
- Casino needs a facelift.
- Do weekly water test of bay to persuade the proper authorities that it needs to be cleaned up.
- Streetscaping is needed; street lighting with style, increased activities, a band shell, trolley, on-going evening art show (Tropical Twilight Festival) similar to the Key West sunset festivities. Tropical colors, lush landscaping, fountains, cool shade to give a feeling similar to Jamaica, the Bahamas, etc.
- Appropriate mix of residential, commercial and recreation is important to maintain our small, friendly city image.

**Q-10 What positive features do you think makes Gulfport's waterfront unique and different from other communities?**

- Small town atmosphere
- The beach, casino, beachfront bars/restaurants, relaxed atmosphere and "small town image".
- Also, the cohesive, well defined waterfront is a natural focus for development.
- It's quaint, friendly and free of high rise buildings which would obstruct the beautiful view.
- Original businesses on every corner.
- There is no other public beach on the 30 miles of the Boca Ciega Bay! The waterfront could be charming like Church Street Station in Orlando, John's Pass Village, etc.
- Nobody knows about it, which is why its positive and also negative.
- Quiet, peaceful, hospitable beachgoers during daylight hours.
- There is no through traffic (isolated); low skyline and the smallest main drag in the state for a town of 30,000; I can see our town becoming another Cedar Key.
- Two story buildings; no tall condominiums or McDonald's; charm and scale--enhance the early Florida quality.
- It is diverse in that it serves all ages--young children, family outings and seniors.
- Historical; good shops and location--visited by many. Bands, dancing, casino, pier and beach.
- It's history; very pretty and quaint small town--this asset needs to be developed.
- I like low key towns; not commercially oriented, away from highways and pollution and crowds; lets stay residential and small town like--only cleaner and safer than it is now.
- The waterfront is our unique feature.
- The afternoon dances at the pavillion should be promoted by the City and even financed by the City.

- Quiet, quaint, natural.
- Gulfport has its own personality, keep it clean, safe--no buildings on the waterfront, that's for swimming and recreation. The library and senior hall are great.
- Gulfport's founder visualized it as a center for health--to actualize that origin will fulfill its purpose as well as save its life.
- The small town feeling needs to be strengthened into more of a sense of community--I don't want progress--I want what we have beautified.
- Close enough to walk to the beach, night or day.
- Its very safe to walk about at night, activities focus on all people, particularly families; residential quietness and quaintess.
- Still affordable--not overbuilt.
- Artist's community should be further developed. Some nationally recognized artists live and work in Gulfport (in the winter)-community art center featuring events, films, lectures, studio space, classes, etc. would be great.
- Beautiful and historic area--easily accessible (my parents and grandparents used to take the train from Tampa to Gulfport and the ferry to Pass-a-Grille for summer vacations in the early 1900s.

**CITY OF GULFPORT**  
**WATERFRONT REDEVELOPMENT DISTRICT**  
**1993/1994 COMMUNITY DEVELOPMENT**  
**BLOCK GRANT**  
**HOUSING REHABILITATION PROGRAM**



JANUARY 4, 1994

**CITY OF GULFPORT  
HOUSING REHABILITATION PROGRAM**

**I. Program Purpose**

The Gulfport Waterfront Area Redevelopment Plan identifies opportunities such as projects and programs that will take advantage of a relationship between joint public and private participation in the redevelopment process. As part of this redevelopment process, the City of Gulfport is providing a program to assist residential property owners with the renovation, restoration and preservation of their house exterior.

The primary purpose of the Housing Rehabilitation Program is to improve the exterior appearance and condition of residential property within the Redevelopment District. This program has been established to encourage the restoration of house fronts in a manner which preserves the architectural heritage of the structure and considers the proportion, rhythm and scale of the structure and adjacent buildings. Additionally, the program encourages cleaning, repairing and repainting of the building exterior as well as replacing doors and windows. These types of improvement activities stimulate further investment by property and business owners, expands the property tax base and promotes further development within the District.

**II. Program Description**

As part of the waterfront area redevelopment strategy to stimulate investment, development and appearance in the District, the City of Gulfport has received funds from the Community Development Block Grant through Pinellas County to assist property owners with the renovation, restoration and preservation of their residential building exterior.

Applicants for the program may be eligible to receive a grant for the cost of renovating their building facade up to a maximum of \$1,000.00, whichever is the lesser amount. The grant request must be equal to or above the set maximum amount allowable by this program for the project. Costs over \$1,000.00 will be the responsibility of the applicant.

All applicants must meet certain requirements listed in the program eligibility and selection criteria sections. As part of meeting the eligibility criteria, applicants must qualify as moderate total household gross income and does not exceed the amount given for their household size. To meet selection criteria, in part, items such as supplies and materials must be listed and verified to qualify for the program and reimbursement.

**III. Design Guidelines**

**A. INTRODUCTION**

The City of Gulfport's waterfront area has historically been a commercial and social hub of the community. As such, the activities therein and the general appearance of the area has contributed to shaping the image of the City as a whole.

Recognizing the need to protect public and private investment in the area, the City of Gulfport, in partnership with district property owners, have taken on the task of revitalizing the waterfront area by establishing the Waterfront Redevelopment Area and adopting a Comprehensive Redevelopment Plan consistent with the requirements of Chapter 163, Part III, F.S.

The essence of the Redevelopment Plan is manifested in a series of projects and programs designed to stabilize and enhance property values. This will be achieved by correcting identified deficiencies and deteriorating conditions, while, at the same time retaining the small town atmosphere which makes Gulfport so unique in this highly urbanized region. One of those programs includes a recommendation to develop design guidelines in order to compliment the implementation of a housing rehabilitation program.

#### **B. PURPOSE**

In general terms, design guidelines are a series of standards formulated to improve the aesthetic quality of an area. The purpose is to stimulate creative design solutions for individual buildings while, at the same time promote a sense of relatedness among contiguous properties.

The Design Guidelines for the Housing Rehabilitation Program are based on existing positive architectural features in the area. They attempt to focus on design issues which may arise in the near future as a result of aggressive implementation of the City's Redevelopment Plan. These issues include such areas as historic preservation, facade improvement, property maintenance, signage and new development. Finally, and most importantly, the intent of these guidelines is to enhance and protect the historic integrity and essence of the Waterfront Redevelopment District.

#### **C. DESIGN GUIDELINES**

##### **1. House Facade**

The Waterfront Redevelopment District consists of a wide variety of building types and architectural styles including residential structures with porches and sloping gable roofs, traditional commercial storefronts with proportionally large areas of display glass. Some older residential and commercial buildings have been extensively remodeled with false fronts,

locked up windows and incompatible additions.

a. Guidelines

- Where possible, original photographs should be used as guidelines for restoration. (Consult the Gulfport Historical Society as a source for photographs.)
- The original appearance is, in most cases, the most desirable design for a house. Metal, wood, brick or stone veneers often hide original and interesting details of an older building. Whenever possible, removal of veneers and repair, restoration or replacement of the original material (bricks, stucco, wood, etc.) is encouraged.
- Materials used should reflect the history of the homes in the area and should be of high quality to compliment the color, texture, finish and dimensions of the original materials.
- Original porches should be maintained and preserved. The porches should not be removed from the building or enclosed.

2. Rear and Side Walls

Rear and side walls shall be repaired and painted to present a neat and fresh appearance. Rear walls shall be painted to evenly cover all miscellaneous attached and filled areas or be stuccoed to present an even uniform surface. Side walls, where visible from the street, shall be finished or painted so as to be harmonious with the front of the house.

3. Roofs

Chimneys and all other roof top structures shall be repaired and cleaned in the same manner as required for rear and side walls. Any appurtance visible from the street or from other buildings shall be finished so as to be harmonious with other visible building walls. Television and radio antennas, pipes, duct work, and mechanical equipment such as air conditioning units shall be located so as to be as inconspicuous as possible. All roofs and existing gutters and down spouts shall be maintained to prevent damage to the structure and adjoining properties and public.

#### 4. Color

Painting can be one of the most dramatic improvements to a home. Choosing the right combination of colors can unify the building elements within the facade, as well as other homes or structures along the street.

Color can be used to minimize visible facade problems. A poorly patched wall is not as noticeable when it is painted; inappropriate materials can be made more compatible with paint color.

##### a. Guidelines

- Paint colors should relate to natural material colors found on the structure. Colors that are not harmonious with colors used on adjacent buildings should not be used.
- In deference to our climate, consideration should be given to light and cool colors for the base color. White, off-white or pastels are all appropriate selections. Not only do they reflect the heat but are also traditional colors used in Florida.
- More subtle colors should be used on larger and plainer structures. Smaller homes or buildings with more elaborate detailing can usually use more colors as well as more intense colors. Using more than one vivid color per house is not advised.
- Slightly lighter or darker tones or a contrasting color in a similar shade should be used for trim colors. Contrasting colors work well when accentuating architectural details, entrances or awnings. However, overtly contrasting or very dark trim colors should be avoided.
- Brighter colors may be used on awnings as an accent to the light, cool color of the building itself. Fluorescent or day glow colors, however, should be avoided.

#### 5. Awnings

A means of retaining an architectural element of the streetscape can be effectively accomplished with the restoration of awnings. As an extension of the house, an awning shields the house and window area from the sun's glare and heat, rainfall and other incimate conditions. Awnings contribute

to the house front diversity of the District by adding colorful schemes and contrasting texture.

a. Guidelines

1. Design:

- To provide a lasting appeal, traditional awning design should be used versus trendy styles.
- Stationery awnings that do not utilize supporting columns should be used.
- Awnings should not cover or interfere with any original architectural design of the house.
- The vertical drop of an awning is a critical element in determining proper proportion. Generally, awnings should cover only about 1/3 of the opening above which they are placed.
- Awnings should not project more than six feet from the house front.
- The cumulative effect of all existing awnings should be considered when designing a new awning.

2. Materials:

- The awning fabric should be durable, resistant to fading, fireproof, mildew proof, and have a minimum of a five year life span.
- Appropriate materials include wood or woven acrylic, fabric coated with vinyl, vinyl or other soft retractable flameproof materials.
- Rigid or fixed awnings or canopies should be avoided unless it is an original or integral part of the structure and is compatible with the scale and character of adjacent structures.
- Frames should be galvanized metal or aluminum.

3. Colors:

- The color and design of the awning should be compatible with the color and design of the house and adjacent structures.
- Colors such as the deep blues, reds and oranges tend to fade faster and will require higher maintenance. Yellows and greens are more colorfast.

4. Maintenance:

- Deteriorated, torn, badly faded or structurally compromised awnings shall be repaired or replaced.

**IV. Eligibility Criteria**

All applicants must satisfy the following requirements in order to be eligible for funding from this program.

**A. Eligibility:**

- The residential unit must be located within the boundaries of the adopted Waterfront Redevelopment District as shown on the attached map.
- The use of the structure shall be exclusively for residential purposes.
- Applications are limited to property owners.
- Applications are limited to structures where the original design was intended for single family use. Structures designed for multiple family use, i.e. apartment buildings or complexes, are not eligible.
- Projects must not conflict with public improvement projects.
- All renovation, restoration or preservation must meet Building Code standards, applicable City codes, municipal permitting and inspection procedures. Permit and inspection (if applicable) fees will be waived by the City.
- Applicants must meet the following annual moderate income requirements as shown in the table.

**Maximum Gross Household Income For Program Eligibility**

Family Size		1	2	3	4	5	6	7	8 or more
Income Rate	Annual	\$29,350	\$33,500	\$37,700	\$41,900	\$45,250	\$48,600	\$51,950	\$55,300
	Monthly	2,446	2,792	3,142	3,492	3,771	4,050	4,329	4,608
	Hourly	14.11	16.11	18.13	20.14	21.75	23.37	24.98	26.59

Annual income figures rounded to the nearest \$50 and subject to verification.

- Property owners who are retired and receive Social Security may employ a contractor to perform the work. Applicants must submit Social Security verification, i.e. acknowledgement letter from Social Security Administration. The maximum reimbursable amount shall be \$1,000.00. Submittal of itemized invoice is required for reimbursement.
- Monies received from this program must be used during the duration of the project's implementation and solely for the purpose indicated in the project budget.
- Applicants must provide documentation (receipts, etc.) for the grant funds expended during the project.

**B. Selection Criteria:**

- Priority will be placed on improving the exterior facades.
- Building facades and the general exterior appearance of the house will be improved.
- The project must follow design guidelines stated herein.
- Estimates (or contractor's bids if eligibility is met) are required.
- Each part of the requested funding must be pertinent to the project.
- Applicants should be able to justify that each item for requested funding and its amount is necessary to implement the project.
- Items that are eligible for reimbursement include materials and supplies, such as paint, brushes, roller heads, wood, nails, sand paper or masking tape. Tools, including saws, hammers, ladders or roller handles are not eligible. Labor does not qualify for applicants who are not receiving Social Security benefits. Labor will be considered for applicants receiving Social Security benefits.

- Project costs may exceed \$1,000.00 even though this program will reimburse the applicant up to \$1,000.00.

**V. Application**

Applications will be considered on a first come, first serve basis. All applications will be reviewed by the City's Design Review Board against the eligibility criteria. Members of the Design Review Board include the Chief Building Official, City Planner and an architect appointed by the City. If the request does not meet the criteria as described in the application, the application will not be considered.

In order to receive funding from this program, the applicant must submit estimates (or contractor's bids if applicant meets eligibility requirements) for the proposed work. Applications will be accepted until 4:30 p.m. on June 3, 1994. Applicants must obtain all required permits within 15 working days from the date of application selection. All work is to be completed in 60 days after the issuance of permit(s). Proposed work to be done will be inspected and verified by City building officials. Violations of minimum housing standards, housing quality standards and City code violations may be eligible as work to be done. Rehabilitation must be completed by August 31, 1994. After the rehabilitation is complete, the City's Chief Building Official or his/her designee will inspect this job. If approved, the City will recommend reimbursement of the cost of the work up to \$1,000.00. Applicants shall submit copies of all invoices to the City for Program reimbursement. Allow approximately four to six weeks for Program reimbursement.

**CITY OF GULFPORT  
WATERFRONT REDEVELOPMENT DISTRICT  
HOUSING REHABILITATION PROGRAM APPLICATION**

TO APPLICANTS REQUESTING HOUSING REHABILITATION PROGRAM FUNDING:

The City of Gulfport has received Community Block Grant Funds through Pinellas County to assist property owners with the renovation, restoration and preservation of their residential building exteriors. All applicants must satisfy the eligibility criteria to be eligible for funding from this program. Funding will be reimbursement of the cost of the work up to \$1,000.00. If applicant is retired on Social Security, a contractor may perform the work if a letter of acknowledgement from Social Security Administration is submitted. Itemized invoices or receipts are required for reimbursement. Applications will be considered on a first come first serve basis. The City of Gulfport reserves the right to reject any project due to the subjective nature of project reviews. Applicants must submit proof of property ownership.

**PRINT OR TYPE:**

Applicant: \_\_\_\_\_ Sex: M \_\_\_\_\_ F \_\_\_\_\_

Address: \_\_\_\_\_

Phone No.: (H) \_\_\_\_\_ (W) \_\_\_\_\_

Female Head of Household: Yes \_\_\_\_\_ No \_\_\_\_\_

Disability Status (Official identified permanent health condition which restricts or prevents the choice or amount of work) Yes \_\_\_\_\_ No \_\_\_\_\_

Gross Annual Household Income \$ \_\_\_\_\_

Are you a Social Security participant? Yes \_\_\_\_\_ No \_\_\_\_\_

Please List the Names of Household Members:

- |          |          |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Race:  
Caucasian \_\_\_\_\_ African American \_\_\_\_\_ Native American \_\_\_\_\_  
Asian \_\_\_\_\_ Hispanic \_\_\_\_\_ Other \_\_\_\_\_

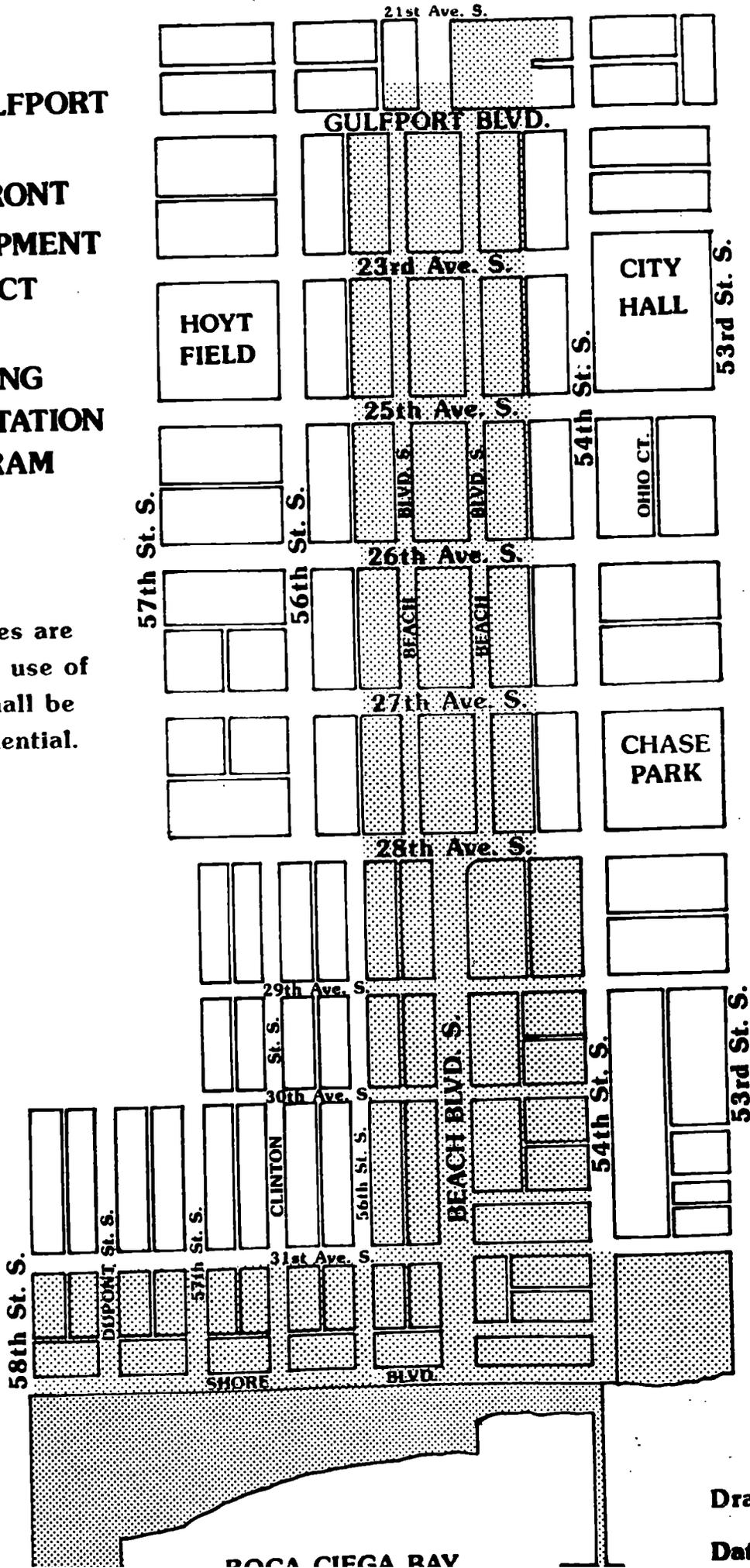


**CITY OF GULFPORT**

**WATERFRONT  
REDEVELOPMENT  
DISTRICT**

**HOUSING  
REHABILITATION  
PROGRAM**

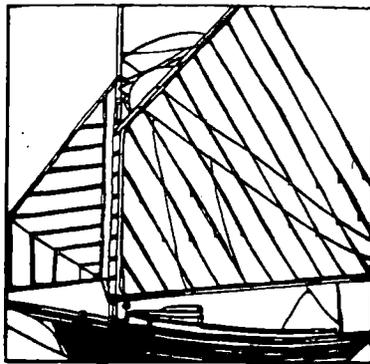
Eligible properties are those where the use of the structure shall be exclusively residential.



Drawn By: M.T.

Date: 12-23-93

**CITY OF GULFPORT**  
**WATERFRONT REDEVELOPMENT DISTRICT**  
**1993/1994 COMMUNITY DEVELOPMENT**  
**BLOCK GRANT**  
**FACADE IMPROVEMENT PROGRAM**



JANUARY 4, 1993

**CITY OF GULFPORT  
WATERFRONT REDEVELOPMENT DISTRICT  
FACADE IMPROVEMENT PROGRAM**

**I. Program Purpose**

The Gulfport Waterfront Area Redevelopment Plan identifies opportunities such as projects and programs that will take advantage of a relationship between joint public and private participation in the redevelopment process. As part of this redevelopment process, the City of Gulfport is providing a program to assist commercial property owners with the renovation, restoration and preservation of their building face or front.

The primary purpose of the Facade Improvement Program is to improve the exterior appearance and condition of commercial property within the Redevelopment District. This program has been established to encourage the restoration of building fronts in a manner which preserves the architectural heritage of the structure and considers the proportion, rhythm and scale of the structure and adjacent buildings. Additionally, the program encourages cleaning, repairing and repainting of the building exterior as well as replacing signage, windows and awnings. These types of improvement activities stimulate further investment by property and business owners, expands the property tax base and promotes economic and business development.

**II. Program Description**

As part of the waterfront area redevelopment strategy to stimulate investment, development and appearance in the District, the City of Gulfport has received funds from the Community Development Block Grant through Pinellas County to assist property owners with the renovation, restoration and preservation of their commercial building facade.

Applicants for the program may be eligible to receive a grant equivalent to fifty (50) percent of the cost of renovating their building facade up to a maximum of \$2,000.00, whichever is the lesser amount. A building located on a corner having two sides facing a street is considered to have two facades and will be eligible for a maximum grant of \$4,000.00, provided both sides of the building are renovated. The "match", which each applicant must provide, is encouraged to be equal to or above the amount requested for the project.

**III. Design Guidelines**

**A. INTRODUCTION**

The City of Gulfport's waterfront area has historically been a commercial and social hub of the community. As such, the activities therein and the general

appearance of the area has contributed to shaping the image of the City as a whole.

Recognizing the need to protect public and private investment in the area, the City of Gulfport, in partnership with district property owners, have taken on the task of revitalizing the waterfront area by establishing the Waterfront Redevelopment Area and adopting a Comprehensive Redevelopment Plan consistent with the requirements of Chapter 163, Part III, F.S.

The essence of the Redevelopment Plan is manifested in a series of projects and programs designed to stabilize and enhance property values. This will be achieved by correcting identified deficiencies and deteriorating conditions, while, at the same time retaining the small town atmosphere which makes Gulfport so unique in this highly urbanized region. One of those programs includes a recommendation to develop design guidelines in order to compliment the implementation of a facade improvement program.

#### **B. PURPOSE**

In general terms, design guidelines are a series of standards formulated to improve the aesthetic quality of an area. The purpose is to stimulate creative design solutions for individual buildings while, at the same time promote a sense of relatedness among contiguous properties.

The Design Guidelines for the Facade Improvement Program are based on existing positive architectural features in the area. They attempt to focus on design issues which may arise in the near future as a result of aggressive implementation of the City's Redevelopment Plan. These issues include such areas as historic preservation, facade improvement, property maintenance, signage and new development. Finally, and most importantly, it is the intent of these guidelines to enhance and protect the historic integrity and essence of the Waterfront Redevelopment District.

#### **C. DESIGN GUIDELINES**

##### **1. Building Facade**

The Waterfront Redevelopment District consists of a wide variety of building types and architectural styles including residential structures with porches and sloping gable roofs, traditional commercial storefronts with proportionally large areas of display glass, and older residential and commercial buildings that have been extensively remodeled with false fronts, locked up windows and incompatible additions.

a. Guidelines

- Where possible, original photographs should be used as guidelines for restoration. (Consult the Gulfport Historical Society as a source for photographs.)
- The original appearance is, in most cases, the most desirable design for a building. Metal, wood, brick or stone veneers often hide original and interesting details of an older building. Whenever possible, removal of veneers and repair, restoration or replacement of the original material (bricks, stucco, wood, etc.) is encouraged.
- Materials used should reflect the history of the buildings in the area and should be of high quality to compliment the color, texture, finish and dimensions of the original materials.
- Original porches should be maintained and preserved and should not be removed from the building or enclosed.

2. Rear and Side Walls

Rear and side walls shall be repaired and painted to present a neat and fresh appearance. Rear walls shall be painted to evenly cover all miscellaneous attached and filled areas or be stuccoed to present an even uniform surface. Side walls, where visible from the street, shall be finished or painted so as to be harmonious with the front of the building.

3. Roofs

Chimneys and all other roof top structures shall be repaired and cleaned in the same manner as required for rear and side walls. Any appurtance visible from the street or from other buildings shall be finished so as to be harmonious with other visible building walls. Television and radio antennas, pipes, duct work, and mechanical equipment such as air conditioning units shall be located so as to be as inconspicuous as possible. All roofs and existing gutters and down spouts shall be maintained to prevent damage to the structure and adjoining properties and public.

#### 4. Height

The height of buildings should relate to the heights of adjacent structures and shall be consistent with building height standards contained in the waterfront redevelopment area land use plan. Heights shall also be determined by floor area ratio (FAR) standards applicable to the site. Since nearly half of the Waterfront Redevelopment Area lies within the 100 year flood plain, any development therein, whether new construction or construction that meets the Federal Emergency Management Agency's (FEMA) substantial improvement criteria, shall conform to the City's flood plain development regulations (Chapter 10.5 Gulfport Code).

#### 5. Color

Painting can be one of the most dramatic improvements to a building. Choosing the right combination of colors can unify the building elements within the facade, as well as other buildings along the street.

Color can be used to minimize visible facade problems. A poorly patched wall is not as noticeable when it is painted; inappropriate materials can be made more compatible with paint color.

##### a. Guidelines

- Paint colors should relate to natural material colors found on the building. Colors that are not harmonious with colors used on adjacent building should not be used.
- In deference to our climate, consideration should be given to light and cool colors for the base color. White, off-white or pastels are all appropriate selections. Not only do they reflect the heat but are also traditional colors used in Florida.
- More subtle colors should be used on larger and plainer buildings. Smaller buildings or buildings with more elaborate detailing can usually use more colors as well as more intense colors. Using more than one vivid color per building is not advised.
- Slightly lighter or darker tones or a contrasting color in a similar shade should be used for trim colors. Contrasting colors work well when accentuating architectural details entrances, signage or awnings. However, overtly

contrasting or very dark trim colors should be avoided.

- Brighter colors may be used on awnings as an accent to the light, cool color of the building itself. Fluorescent or day glow colors, however, should be avoided.

## 6. Awnings

A means of introducing an architectural element to the streetscape is effectively accomplished with the use of awnings. As a horizontal extension of the building, an awning invites pedestrians to the store front while shielding them and the merchandise from the sun's glare and heat, rainfall and other inclement conditions. Awnings contribute to the store front diversity of the downtown by adding colorful schemes and contrasting texture.

### a. Guidelines

#### 1. Design:

- To provide a lasting appeal, traditional awning design should be used versus trendy styles.
- Stationery awnings that do not utilize supporting columns should be used. On a wide facade, awnings should be sectioned to create more interest than a single continuous band.
- Awnings should not cover or interfere with any original architectural design of the building.
- The vertical drop of an awning is a critical element in determining proper proportion. Generally, awnings should cover only about 1/3 of the opening above which they are placed.
- Awnings should not project more than six feet from the building front and shall not be lower than eight feet above grade.
- The cumulative effect of all existing awnings should be considered when designing a new awning.

2. **Materials:**

- The awning fabric should be durable, resistant to fading, fireproof, mildew proof, and have a minimum of a five year life span.
- Appropriate materials include woven acrylic, fabric coated with vinyl, vinyl or other soft retractable flameproof materials.
- Rigid or fixed awnings or canopies should be avoided unless it is an original or integral part of the structure and is compatible with the scale and character of adjacent structures.
- Frames should be galvanized metal or aluminum.

3. **Colors:**

- The color and design of the awning should be compatible with the color and design of the building and adjacent buildings.
- Colors such as the deep blues, reds and oranges tend to fade faster and will require higher maintenance. Yellows and greens are more colorfast.

4. **Maintenance:**

- Deteriorated, torn, badly faded or structurally compromised awnings shall be repaired or replaced.

7. **Signs**

Signs play a particularly important role in the appearance of commercial districts. The prominent locations and design characteristics of signs strongly influence the perception of the district and its individual businesses. Well designed and properly maintained signs will enhance the unique image of the Waterfront Redevelopment District.

The type, number and size of signs in the Redevelopment District is regulated by Sections 22-17 (Signs) and 22-5.08 (Waterfront Redevelopment Zoning District) of the City's land development regulations.

a. **Guidelines**

- The size, color, shape and location of the sign should compliment the building facade.
- Building elements, such as windows, cornices or decorative details, should not be obscured.
- Sign materials that are in harmony with and compliment the buildings design should be chosen. If a building has a lintel (horizontal beam), the sign should be located directly on it whenever possible.
- Window signs and decal borders are encouraged. The combined area of signs placed on or behind windows shall not exceed fifty (50) percent of the total window area at the same floor level on the side of the building or unit upon which the signs are displayed.
- The vertical drop of awnings or canopies should be used whenever possible for building signs. Wall signs are preferred over projecting signs. Hanging signs are appropriate for single family residences that have been converted to commercial use.

**IV. Eligibility Criteria**

All applicants must satisfy the following requirements in order to be eligible for funding from this program.

**A. Eligibility:**

- The building must be located within the boundaries of the adopted Waterfront Redevelopment District as shown on the attached map.
- The use of the building shall have a commercial unit and not be used exclusively for residential purposes.
- Applications are limited to property owners or tenants with landlord approval.
- Projects must not conflict with public improvement projects.

- All renovation, restoration, preservation and construction must meet Building Code standards, applicable City codes and municipal permitting and inspection procedures. Permit and inspection (if applicable) fees will be waived by the City.
- Monies received from this program and the applicant's match must be used during the duration of the project's implementation and solely for the purpose indicated in the project budget.
- Applicants must provide documentation (receipts, etc.) for the match funds expended during the project.

**B. Selection Criteria:**

- Priority will be placed on facade improvement.
- Building facades and the general exterior appearance of the building will be improved.
- The project must follow design guidelines stated herein.
- Architect estimates or contractor bids are required.
- The match shall be equal to or greater than the amount requested.
- Each part of the match must be pertinent to the project.
- Applicants should be able to justify that each part of the match and its amount is necessary to implement the project.

**V. Application**

Applications will be considered on a first come, first serve basis. All applications will be reviewed by the City's Design Review Board against the eligibility criteria. Members of the Design Review Board include the Chief Building Official, City Planner and an architect appointed by the City. If the match does not meet the criteria as described in the application, the application will not be considered.

In order to receive funding from this program, the applicant must submit three (3) estimates from separate architects or contractors for the proposed work. Applications will be accepted until 4:30 p.m. on June 3, 1994. Applicants must obtain all required permits within 15 working days from the date of application selection. All work is to be completed in 60 days after the issuance of permit(s). Construction must be completed by August 31, 1994. After the construction is complete, the City's Chief Building Official

or his/her designee will inspect this job. If approved, the City will recommend reimbursement of 50% of the cost of the work up to \$2,000.00 or \$4,000.00 if the structure is located on a street corner and both facades are renovated. Applicants shall submit copies of all invoices to the City for Program reimbursement. Allow approximately four to six weeks for Program reimbursement.

**CITY OF GULFPORT  
WATERFRONT REDEVELOPMENT DISTRICT  
FACADE IMPROVEMENT PROGRAM APPLICATION**

**TO APPLICANTS REQUESTING FACADE IMPROVEMENT PROGRAM FUNDING:**

The City of Gulfport has received Community Block Grant Funds through Pinellas County to assist property owners with the renovation, restoration and preservation of their commercial building facades. All applicants must satisfy the eligibility criteria to be eligible for funding from this program. Funding will be reimbursement of fifty (50) percent of the cost of the work up to \$2,000.00 or \$4,000.00 if located on a street corner and both facades are renovated. Applications will be considered on a first come first serve basis. The City of Gulfport reserves the right to reject any project due to the subjective nature of project reviews. If the applicant is the property owner, the applicant must submit proof of property ownership. If the applicant is not the owner of the property, the applicant must submit proof of ownership from the owner together with a signed lease or other proof of occupancy.

**PRINT OR TYPE:**

Property Owner: \_\_\_\_\_ Phone No.: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Applicant: \_\_\_\_\_ Phone No.: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Address and Legal Description of Subject Property: \_\_\_\_\_

Brief Description of the Project: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**PROJECT BUDGET**

<u>Project Item</u>	<u>Cost</u>	<u>Grant Request</u>	<u>Application Match</u>	<u>City Approval</u>
_____ @	_____	_____	_____	_____
_____ @	_____	_____	_____	_____
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_____ @	_____	_____	_____	_____
_____ @	_____	_____	_____	_____
<b>TOTAL COST</b>		<b>\$</b> _____	<b>\$</b> _____	
<b>PERCENT OF TOTAL</b>		_____	_____	

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**CITY OF GULFPORT**

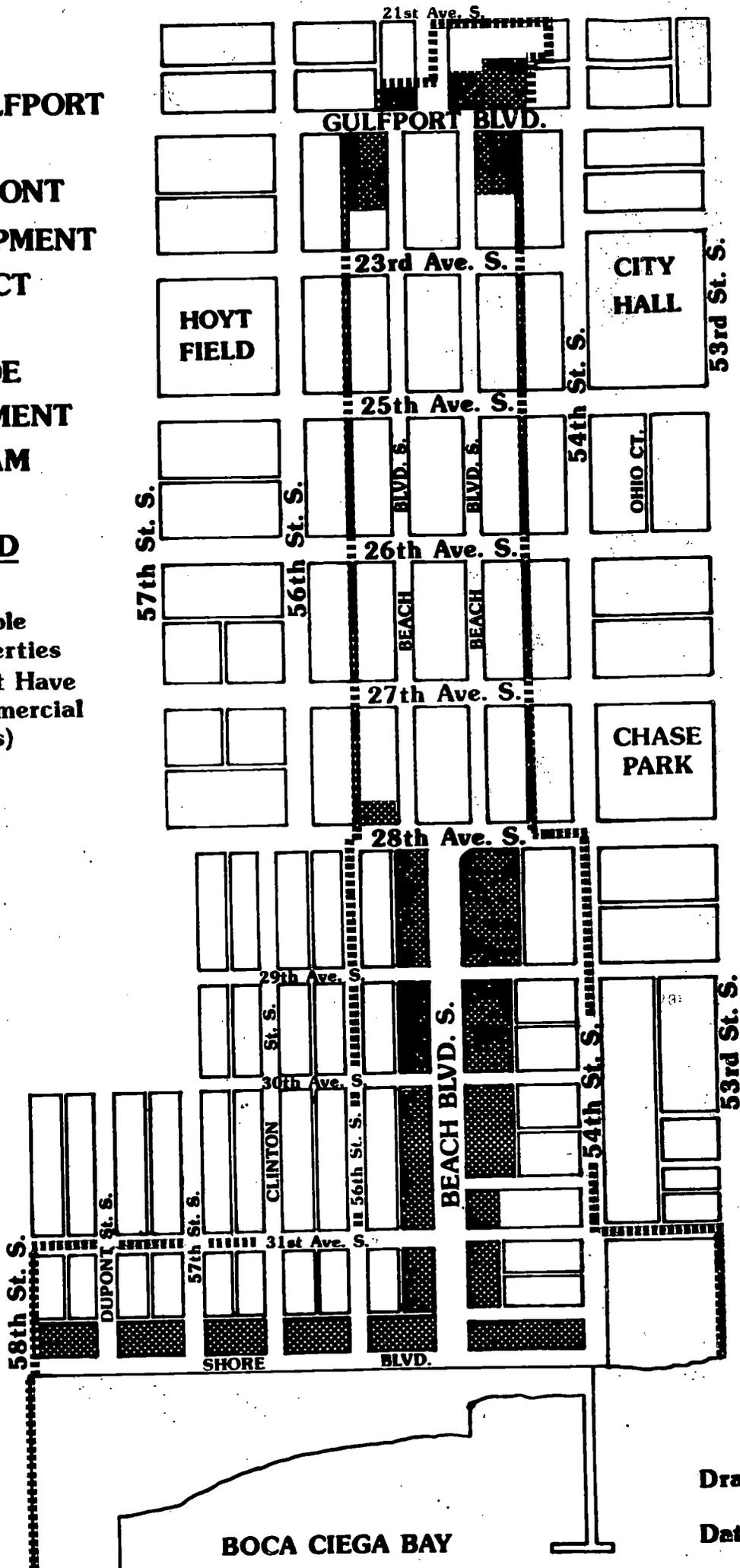
**WATERFRONT  
REDEVELOPMENT  
DISTRICT**

**FACADE  
IMPROVEMENT  
PROGRAM**

**LEGEND**



**Eligible  
Properties  
(Must Have  
Commercial  
Units)**



**Drawn By: M. J.**

**Date: 11-15-93**

**BOCA CIEGA BAY**